

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

CG News letter

A Wartime Supplement to
Consumers' Guide
December 1942

"TO GUARANTEE BASIC LIVING ESSENTIALS"

" . . . to guarantee our people at least their minimum essentials . . . has now become a fundamental feature of our policy of economic stabilization."

There's punch in that statement, made on November 13, by the Government's Director of Economic Stabilization who was appointed by the President in October and given full authority to get a firm grip on living costs and standards in wartime.

To back it up, the economic stabilizer issued these orders to the War Production Board:

" . . . undertake a vigorous program of simplification and standardization of production and distribution, not merely to eliminate frills and wasteful practices, but wherever necessary and advantageous to concentrate on the production of relatively few types of goods of standardized quality, design, and price."

" . . . undertake a study to determine what are our bed-rock minimum civilian needs consistent with the fullest war production."

"Both," he added, " . . . (are) intended to be a positive program that will guarantee our people the basic living essentials that they must have at prices that they can pay."

WHAT WILL THIS MEAN TO YOU?

Judging by the experience of other nations, up against the same problems, we might see:

Less variety: But the goods that do come to market could provide sufficient variation to meet basic civilian needs, while using a minimum of materials needed by the military. Nobody's talking of putting civilians into uniform.

Less shoddiness and frilliness: Capacity to perform, not appearance of quality, would be the test. A part-wool blanket with only 5 percent wool wastes wool.

More grade labeling: When variations in quality are permitted, each grade would be appropriately labeled. That's to make price control surer, consumer buying easier. Already more U. S. Government graded meat than ever is coming to market.

More standardized models: If maximum economy in men, materials, and machinery can best be achieved by laying down rigid style, size, quality, and quantity of a product, then there would be more standard models, similar to the British "Utility" products.

MILEAGE RATIONING'S URGENT

Not a single private automobile is permitted to run in Great Britain.

We (with vastly greater transportation problems) are trying to keep a maximum of ours running. And we'll succeed, OPA tells us, if every car owner does these things:

- (1) Disposes of all tires over 5 per passenger car. By December 1, this must be done.
- (2) Gets a Gasoline Ration Book. By December 1, no one is permitted to buy gasoline without giving a coupon. Car owners must list the serial numbers of the tires they are using in their ration book.
- (3) Gets a Tire Inspection Record, duly approved by your War Price and Rationing Board. By December 12, no one is permitted to buy gasoline unless he presents this record.
- (4) Gets an official OK on tires. By January 31, 1943, all tires in use must be inspected and approved by official tire inspectors.
- (5) Uses every possible method to cut down on tire wear. If you don't know how, ask your local War Price and Rationing Board.

That last advice goes for any question you have about tire and gasoline registration, too.

COFFEE RATIONING IS IN FULL SWING

If you make and drink all of your coffee at home, you may be wondering how consumers' rations (one pound for 5 weeks, starting November 29, for each person 15 or older whether he drinks coffee or not) stack up against restaurant rations.

WPB and OPA say they have done their best to see that no favoritism has been shown eating places. If an unfair share shows up in eating places, new rules may be devised.

Individuals are not rationed by OPA on the number of cups they may buy in eating places. That's left to the eating places. Some are cutting out all seconds. Others are raising the price of each cup. (Cost of coffee to them is controlled by OPA; cost of a cup of coffee to you isn't.)

Your one-pound ration coupon entitles you to purchase pure coffee — unmixed with "stretchers." But mixtures, like pure coffee, cost a coupon, too.

Labels must tell you what stretchers, if any, and how much, are in the package. Unlabeled mixtures should be reported to your local War Price and Rationing Board.

Don't ask for green (unroasted) coffee; it's illegal to sell it to you.

"Instant" coffee, liquid coffee concentrates, coffee extracts are not rationed, but very, very little of them comes to market.

MORE RATIONING SOON TO COME

January 1, or thereabouts, you'll have a chance to get your copy of a brand new general ration book.

Presses are rolling them out by the million, a copy each for America's 134 million people. (Men in our fighting forces, of course, won't need theirs, except on furlough.)

Each book can provide rationing control for 2 major groups of commodities for 6 months. Red coupons can be used for one; blue, for the other.

Which commodities will be rationed with this new style book, Washington doesn't say yet. Meats are a good bet, for one. If you've been cutting down your meat purchases to 2½ pounds per week, in the Share-the-Meat program, you've been getting good training for meat rationing.

When you get your book, read it, front and back. Back cover will say this: "This book

is your Government's guarantee of your fair share of goods made scarce by war. . . ."

WATCH FOR A NEW KIND OF PRICE CEILING

Of course you've noticed, when you shop, that some stores have higher ceiling prices than others.

That's because OPA's price ceiling orders have allowed stores to fix ceilings at the highest price each one charged at some earlier period. Naturally, ceilings varied from store to store.

Now OPA is beginning to substitute specific ceiling prices for the store-to-store kind. (For want of a better name, OPA calls these new ceilings "dollar-and-cents prices.")

"Dollar-and-cents prices" are ceiling prices that hold for all stores. Some apply to all stores in an area. Some apply to all stores throughout the country.

For example: There are Nation-wide "dollar-and-cents prices" for women's nylon and silk hose; rubber heels; anti-freeze. There are zone-wide "dollar-and-cents prices" for sugar. More and more of both will be issued.

Importance to you is this: All "dollar-and-cents prices" so far are tied to definite quality grades and types of goods. Store-to-store ceiling prices weren't. Every price that's tied to quality grades and types makes price control easier and surer.

HERE ARE NYLON "DOLLAR-AND-CENTS PRICES"

No store in the country is permitted to charge you more than these ceiling prices.

You are entitled to sue any store which does charge you more.

RETAIL CEILING PRICES

Construction	First quality	Irregulars	Second quality	Third quality	Fourth quality
A. Circular knit hosiery. All types.....	\$1.55	\$1.40	\$1.15	\$0.80	\$0.40
B. Full fashioned hosiery:					
1. 48 gauge and lower: All deniers:					
(a) Nylon leg.....	1.65	1.50	1.25	.85	.40
(b) All nylon.....	1.85	1.65	1.40	.95	.50
2. 51 gauge and 54 gauge:					
(a) 30 denier and coarser:					
(1) Nylon leg.....	1.85	1.65	1.40	.95	.50
(2) All nylon.....	1.95	1.75	1.45	1.00	.50
(b) Finer than 30 denier:					
(1) Nylon leg.....	2.15	1.95	1.60	1.10	.55
(2) All nylon.....	2.25	2.00	1.70	1.15	.60
3. 57 gauge and higher. All deniers:					
(a) Nylon leg.....	2.50	2.25	1.90	1.25	.65
(b) All nylon.....	2.50	2.25	1.90	1.25	.65
C. Cut and sewn lace hosiery: All types.....	1.95	1.75	1.45	1.00	.50

¹ This is the most commonly sold type.

OBEY PRICE CEILINGS, OR ELSE, WARNS OPA

Tougher than it has ever been since issuing General Maximum Price Regulation in April 1942, OPA is beginning to use its brass knuckles on violators of price ceilings and price posting rules. (See "Consumers' Guide," June and August 1942 issues for rules.)

After checking on 10,000 retail (mostly grocery) stores, OPA sent warnings in November to more than 4,000.

Obeys price control orders, it said, or OPA will ask the courts to suspend your license to do business.

Unintentional violators received gentle warnings. Willful violators will get more than a warning.

Here are typical violations OPA uncovered: charging high-quality prices for low-quality canned tomatoes; selling small glasses of jams and jellies at ceiling prices fixed for large glasses; diluting sirup and selling diluted stuff at ceiling prices fixed for undiluted sirups; failure to post ceiling prices; failure to keep records of ceiling prices.

Four other enforcement drives are on. If they don't already know, your merchants might be interested.

HONORS TO THE MOLLY (PRICE) PITCHERS

They're the privates in America's battle against rising prices who deserve distinguished service medals, if there were any to hand out.

Four of them showed up in November; one each in New York, Washington, Cleveland, Chicago.

Each of them heeded OPA's Administrator: "I call attention also to the fact that an overcharge is grounds for the shopper to bring civil suit to recover from the seller 3 times the amount of the overcharge, or \$50, whichever is greater, plus court costs and lawyer's fees."

Each of them, brought suits and won.

Each of them, by taking action, helped OPA to make price ceilings your protection against higher living costs.

Note to you: Every overcharge on every commodity with price ceilings entitles you to sue for 3 times the overcharge or for \$50, whichever is greater. Your local War Price and Rationing Board will tell you how.

IS NATION-WIDE U. S. GRADED MEAT JUST AROUND THE CORNER?

It isn't here yet, but it begins to look as if the day when all consumers can buy their

meat according to U. S. standards and stamps may not be far off.

Last summer, OPA ordered all meat packers to grade all wholesale cuts according to U. S. standards, and put one grade stamp ("AA," "A," "B," or "C") on each wholesale cut. Grading by packers themselves was permitted. (See CG News Letter, November 1942.)

Soon widespread "up-grading" by packers was reported. "Up-grading" means stamping a lower-quality meat with a higher-quality grade.

OPA got injunctions against 120 packers suspected of "up-grading."

Now 3 out of the 4 "big" meat packers use U. S. Government grades and graders in stamping all qualities of beef and veal. U. S. Government grade stamps show the grade on each retail cut.

Many other packers, also, have asked the Government to grade their meat. All that's holding back is a shortage of trained Government graders which will be made up as soon as possible.

TRICKY CLAUSES IN RENT LEASES ARE BANNED

No landlord, in areas where rents are fixed, can impose new obligations on you which he did not require on your maximum rent date, OPA says.

To be sure of your rights, read carefully the lease in force on that date.

If that lease did not call for a money deposit, you don't have to give one now.

If that lease did not require you to pay a penalty when late paying your rent, you don't have to pay a penalty now.

If that lease did not require you to pay gas, electric, water, or telephone charges, you don't have to pay them now.

If that lease did not specify the number of people who could occupy the premises, you can't be limited now.

Even if you signed a new lease after rent control was started in your city, and that new lease required you to do things not required by your lease on the maximum rent date, you do not have to live up to the new requirements.

OPA wants you to be sure of your rights if your landlord threatens eviction. Take your problems to your local area Rent Control office, if you aren't sure.

Federal rent control now operates in 355 areas, covering 76 million people.

GAS USERS MUST ECONOMIZE

Use every trick you know, and learn some new ones, for saving on natural and manufactured

gas in house and water heating, cooking, refrigeration—the War Production Board asks our 85 million home gas users.

War industries need gas. Railroads, which must carry the oil and coal from which gas is made, have other jobs to do, too.

WPB's not fooling when it warns that serious shortages may appear if home gas consumption isn't cut.

Look up last December's gas bill, and keep this December's lower. Keep on working at cutting down your bills. That's surest proof that you're a saver.

WPB will send you their suggestions on how to stop gas wastes in your home.

NEW TAXES RAISE CIGARETTE COSTS

OPA permits new taxes, effective November 1, to be passed on to consumers, but retailers must state the amount of the tax separately from their ceiling prices.

Increased tax on regular cigarettes of 20 to the pack amounts to one-half cent per pack, 5 cents per carton; 25 cents per thousand cigarettes.

Retailers must allow customers to buy 2 packs at a time, to avoid charging an extra cent on each pack.

Cigarette vending machines, geared to sell only one pack at a time, may increase the price by a full cent.

When the tax works out at less than a half-cent per package, the retailer must absorb it on one package but may charge an extra cent on 2.

CONSUMER CALENDAR

- Dec. 12 Every car owner in the country on this date must have a Tire Inspection Record, to buy gasoline.
- Dec. 15 Sugar ration stamp No. 9 (3 lbs.) expires.
- Dec. 15 Fourth instalment of 1941 income tax due for quarterly payers.

1943

- Jan. 1 Your employer (if you're a wage earner) starts deducting 5% Victory Tax from your pay.
- Jan. 3 First coffee ration stamp (No. 27 in your War Ration Book No. 1, good for 1 lb.) expires. No. 28 (1 lb.) good from Jan. 4-Feb. 8.
- Jan. 31 First inspection of tires on all passenger cars must be completed.

This and that

Production of baby diapers is keeping pace with the national birth rate, WPB assures mothers.

Turn your ration books into your local War Price and Rationing Board when you enter military service. Anyone found to be using yours will get into trouble.

Your soldier boy, home on furlough, has a right to a half-pound of sugar per week. Before he leaves camp, ask him to apply for a sugar certificate.

"There's no excuse for any increase in prices of rayon hosiery," OPA states. On the contrary, costs "are more likely to be reduced than increased."

Get the pennies out of piggies, the Director of the Mint urges. If every American family should return to use 10 penny pieces, and these should stay in circulation, the Nation's supply would be increased by one-third 1941's record production.

"C" stickers on automobiles, after December 1, must show why their owners get preferred mileage.

Postmen may, but your laundryman mustn't, ring twice at your home on the same day. Office of Defense Transportation has ruled that laundries may not deliver clean clothes in the morning and pick up soiled ones in the afternoon of the same day at the same place.

Our fighters overseas, at posts where fresh pork can't be shipped, may get a taste of pork anyway. USDA's Agricultural Marketing Administration, awarded in November its first contract for dehydrated pork. Techniques for drying this meat have been hard to work out. Now AMA is sure it's got something, and something good.

If you're an old-time sauerkraut fan, you're in luck this year. No kraut will be canned, but the USDA is helping producers to put tons of it up in barrels. Fans say barrel-packed kraut has superior flavor.

CG News letter

December 1942

Published by the Department of Agriculture in cooperation with the Office of War Information, Washington, D. C.
Prepared by Consumers' Counsel Division,
Agricultural Marketing Administration

177
k 422
exp. 6

LIBRARY
CURRENT SERIAL RECORD
JUN - 3 1943
U.S. DEPT.

Consumers' guide

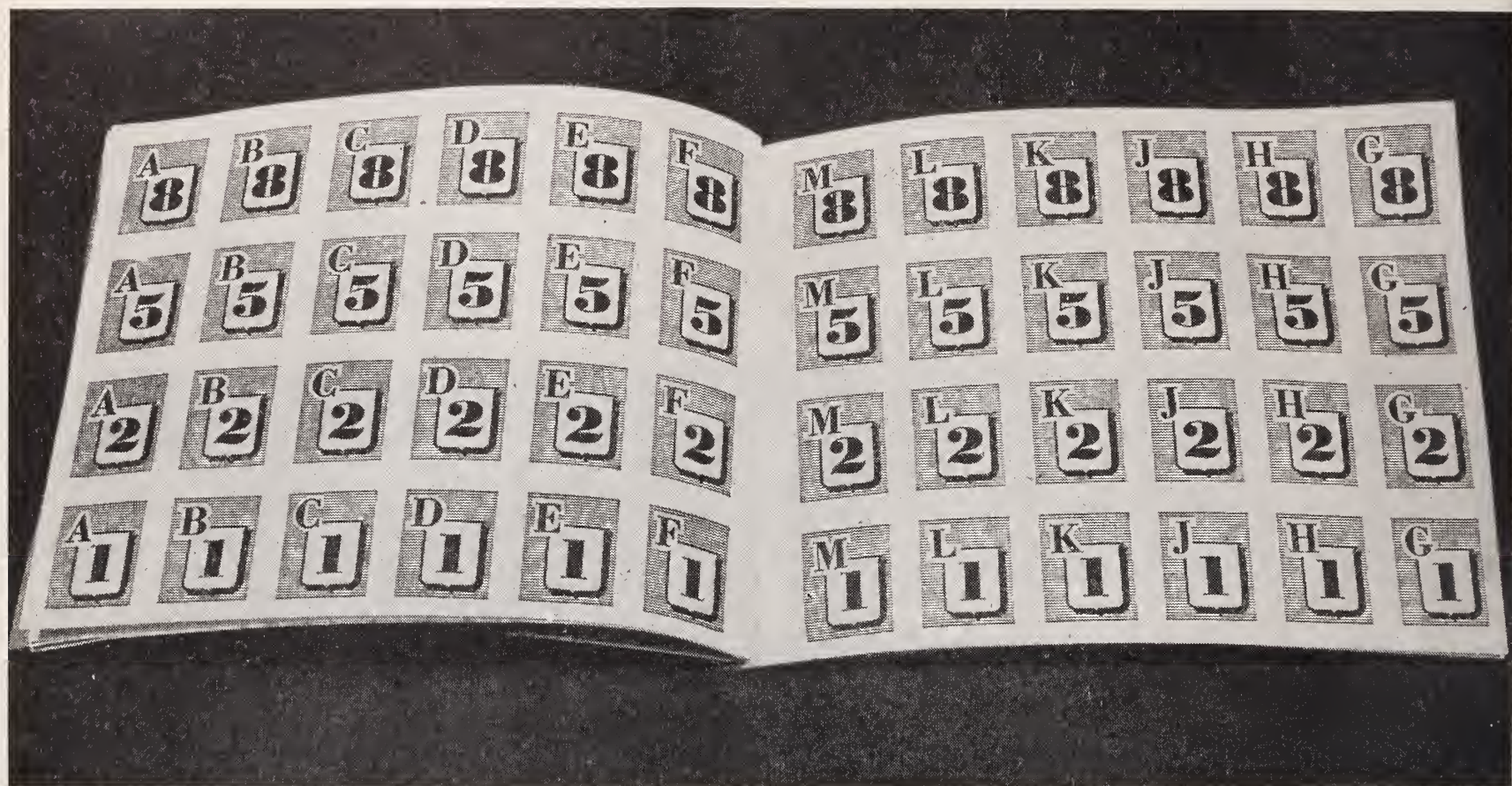
January 1943



Points rationing

You pays your money AND YOUR POINTS

That's the new kind of rationing we're going to have, to divide up scarce goods, and to give people as much choice as possible



POINTS rationing is new to Americans. So's 1943.

We'll get used to both of them, in time. But since you've probably had at least one new year before, but never points rationing, we've accumulated a few facts about the latter that may help you get acquainted with this stranger.

Let's start by listening to an imaginary grocer.

"Yes, Mrs. Jones; that's right, 79 cents. 76, 77, 78, 79 . . . correct; thank you, Mrs. Jones."

"Well," you say, "Nothing new there. Mrs. Jones has just bought food for tomorrow's breakfast. She's done that for years. The grocer's added up her bill. He's done that before. He's counted the money, found it all there. The whole thing is as familiar as an old sweatshirt."

But the grocer's still talking.

"Yes, Mrs. Jones," says the grocer, "I'll take 15 points for that purchase. Just let me have your book and I'll detach the stamps. Let's see . . . an '8' . . . a 2 . . . a 5 . . . that makes it. Good day, Mrs. Jones."

"Good night!" you say. "What's this about points? Are they money? Do they come in books?"

Nope, folks, they're not money. Yup, they come in books. Little red and blue pages. The Government has a book for you. War Ration Book Two, to call it by name.

If you haven't got your copy yet, you can see what it will look like, in the photo above.

War Ration Book Two is full of points stamps, and you will be called on to "spend" them right along with your cash money when you go to buy certain kinds

of goods that will be rationed in the near future.

Let's get the hang of this points rationing. It's not so hard. People in England have learned about it already. They have been using points rationing for more than a year now.

You are an old hand at coupon rationing. You've been living with that ever since last May when the Government started rationing sugar.

Every man, woman, and child who is entitled to a sugar book should have one now. War Ration Book One is its right name.

When you buy sugar, you pay cash for it, as always; but you also have to give up a coupon from your ration book or you can't buy sugar, however much cash you may have.

Now sugar is an easy thing to ration. The ordinary everyday kind of granulated sugar—and that's what most people want—is just about the same, wherever you buy it. It's easy to divide up supplies, too, into little or big bags, whatever size the ration comes to. There isn't anything, either, that quite takes the place of sugar for most householders. Of course there are other sweeteners, good ones, too; but they don't compete much with sugar.

That's why coupon rationing works so well with sugar.

But let's look at some other foods that are harder to ration.

Suppose, for a long minute, that a great fire should sweep across the country, burning up vast quantities of cereals.

Suppose this terrible fire should sweep across our fields, into warehouses and factories, even into our grocery stores, until finally, when we caught up with it, we had only a small cereal supply left.

"Nonsense," says Mr. Jones. "That couldn't possibly happen."

You're right, Mr. Jones. We're just supposing.

By the way, Mr. Jones, what's your favorite breakfast cereal?

"Me? Why, oatmeal's my favorite. Never eat anything else at breakfast."

Well, now that's too bad, we'd have to tell Mr. Jones. On account of the great fire there just isn't enough oatmeal left to give you and every other oatmeal-eater enough for breakfast every morning.

"By golly, then, I'll buy some other breakfast food," Mr. Jones says.

What kind would that be?

"I'd probably buy wheatomeal," says Jones.

But the fire that destroyed so much of our oatmeal destroyed lots of our wheatomeal, too. Not as much as oatmeal, but the losses were serious. If all you oatmeal fans start buying wheatomeal, that would clean what little there is off the shelves. Licketysplit.

"Well," says Mr. Jones, "you can't stump me. I'd buy me some grits. Never cared much for them, but believe me I'm not going to work on an empty stomach."

And Mr. Jones is right. He can't go to work on an empty stomach. We have to see that he doesn't.

We have to break the news to Mr. Jones, however, that even the grits supply is low. There is more grits than wheatomeal, and

more wheatomeal than oatmeal, but not nearly enough of each one of them so people can go on buying all they'd like of their favorites.

"Then there's only one thing for us to do," says Mr. Jones.

"If all cereals are scarce, one way or another, the Government ought to ration them *all together*. Then everybody who wants cereal would have a chance to buy some kind."

You're right, Mr. Jones. That's good logic.

Mind you, this is only a make-believe example. Our cereals, fortunately, are not scarce. We have bountiful supplies. But we're trying to picture what we would do if we were hard up.

How's the Government going to ration these cereals, Mr. Jones?

Give you a "Cereals Rationing Book?"

Make each stamp good for the purchase of a pound of oatmeal, or a pound of wheatomeal, or a pound of grits, say?

Just let everybody spend their stamps anyway they choose?

"Nope. Won't work," says Mr. Jones, "because everybody who likes oatmeal the way I do would still use his stamps to buy oatmeal. That'd get us right back into the same trouble we had before we started rationing."

You're absolutely right, Mr. Jones.

"Shucks, you've got people in the Government that could figure that thing out fine, so we wouldn't all flock out, fighting among ourselves to see who'd get his favorite cereal."

Well, then, let's see if this would work:

The Government says to you and everybody else: "Since some cereals are shorter in supply than others, we'll make the shortest ones cost more stamps. Like this, say: it'll cost you 4 times as many stamps to buy oatmeal as it costs to buy grits; and twice as many to buy wheatomeal as grits costs."

"Makes sense to me," says Mr. Jones. "Let's try it."

And that in a nubbin, is points rationing.

That's the point, of points, anyway. There are more reasons behind this kind of rationing; some refinements, too. We'll talk about them a bit. But you've got the idea by the tail, now. Don't let go.

Let's say the Government set up a list like this, showing how many stamps it would take to buy each type of cereal

(mind you, this is still make-believe):

1 pound of grits.....	2 stamps
1 pound of wheatomeal.....	4 stamps
1 pound of oatmeal.....	8 stamps

Then say the Government gives you a little book full of stamps. It tells you you can use 8 of these stamps for cereals during the next month.

"Now," says the Government to each of us, "go into any store you like, buy any one of these cereals with your stamps (and cash money, too, of course). Maybe you'd all prefer to buy oatmeal. But look out. If that's all you buy, your stamps will be gone mighty quick. You'll get only one pound of cereal if you spend all your 8 stamps on oatmeal. But you can get more than one pound of cereals if you spread your stamps over other kinds."

Still hanging on?

Okay.

Well, there you have the points rationing idea, all wrapped up for you, except for one little detail.

When you shop, you don't always pay for the things you buy in pennies, do you?

You shell out quarters, dimes, nickels, as well as pennies. Don't you?

Just so with points rationing.

Instead of making every stamp worth one point, the War Ration Book Two you're going to get has in it 8-point stamps, 5-point stamps, 2-point stamps, and 1-point stamps.

They're simply for convenience, like quarters, dimes, or nickels. If you buy something that costs 24 points, the grocer will simply detach 3 of the 8-point stamps, or any other combination of stamps that would add up to an even 24. (You don't get change in stamps.)

The Government's points list, then, for these 3 cereals we've been talking about (but always just as a make-believe example) would really read like this:

1 pound of grits.....	2 points
1 pound of wheatomeal.....	4 points
1 pound of oatmeal.....	8 points

Are you still with us? Because there are a few more things you ought to know about points rationing.

England has found it full of surprises, but flexible, useful, effective.

Here's one of the surprises, and it demonstrates how flexible, useful, and effective the point system really is.

People in England, like lots of us here, are very fond of canned salmon. But

canned salmon was scarce, so the Government said, "Here's a food we ought to ration, along with other scarce canned proteins. We'll give canned salmon a value of 24 points a pound. Anybody who buys a pound, whatever kind it is—red or pink—will have to pay 24 points."

Now it happens that people had more of a liking for red salmon than for pink even though nutritionally they are pretty much equal. (One advertiser built up sales by telling people his canned salmon didn't turn white.) With both pink and red salmon costing the same number of points, the red salmon disappeared much faster than the pink kind. So the British Ministry of Food—they're the people who handle food rationing there—raised the point value of the red salmon to 32, and didn't raise the point value of the pink. That fixed it so that a person who wanted red had to pay 8 points more for it than he paid for pink. That very quickly swung the demand back to the pink salmon, and gave the grocers a chance to stock up on the red again.

How does that strike you, Mr. Jones?

"Sounds smart to me," says Mr. Jones. "Now I know why we're paying you people to figure things out. You're in a spot to know what foods we're longest on, and what ones we're shortest on. You can set the number of points so people can buy more of the plentiful stuff, and so they'll steer clear of the scarcest stuff."

Right again.

OPA hasn't announced (up to the time we went to press) what commodities it intends to ration with War Ration Book Two. But it's pretty certain that when we ration by the points system, we'll not follow the British pattern exactly. Their points-rationing covers some foods that aren't exactly staple; some might even be considered luxury items. If we point-ration foods here, we'll include more of the staple items.

Take a good look at War Ration Book Two, when you get it. Read it from "kiver to kiver."

OPA has had 150 million copies printed up. They are being shipped to every county in the country, and distributed to local War Price and Ration Boards in each of the counties.

Here are some things you'll notice in the new book:

War Ration Book Two has stamps printed in 2 colors, red and blue. Each color will be good for one group of foods—

foods that are closely related to each other in food value. So remember, the COLOR stands for the FOODS that are rationed. OPA will tell us *which foods*.

Then you'll notice letters printed on the stamps. These letters refer to the TIME during which the stamps may be used for rationed foods. They may represent weeks, or months, or days, even. OPA will tell us *how long* each letter is good for.

Finally, you'll see big, bold numbers on each stamp. All the way through the book they run, from the top of the page down, 8 . . . 5 . . . 2 . . . 1. 8 . . . 5 . . . 2 . . . 1. Over and over again. These NUMBERS are the POINTS you own. When foods are rationed on the points system, these are the points you can spend for the rationed foods. OPA will tell us *how many points* each rationed food will cost.

How should you shop, when point rationing gets started?

With your pocketbook *and* your ration book, in hand. That's rule No. 1.

The fattest pocketbook in the country won't buy you more than your share of rationed foods. And don't expect your grocer to wink an eye at you, and say how he understands why you happened to forget to bring your ration book to market. He has to turn in all the stamps you pay him, or he won't be able to stock up again. He'll be rationed on his supplies, just as you'll be rationed on your purchases. So if you want to come back tomorrow, and find these foods on your grocer's shelves, you *must* pay your points.

Second rule is this:

Make a POINTS budget.

You've been budgeting your food money since the beginning of time. But you've never budgeted "points" before. Now, you have to have 2 kinds of budgets: a money budget, and a points budget. Just remember this: your stamps have to last so long. If you spend them fast, you'll run out of them. And that's just as bad as running out of cash. Just as you have to wait for pay-day, you'll have to wait for stamp-day.

Here's a third rule that might help: Before you shop, talk things over with your family.

As soon as the list of rationed foods is announced, gather your family together. Ask everyone to help you figure out how much of each kind of rationed food you should buy. Suppose meats were rationed.

There will be some who don't like lamb, but do like beef; there'll be some who do like chops, but don't like stew meat. We don't know just which group of foods you'll have to struggle with. But we do know that there will be plenty of choice, among tastes, points, and prices.

And it's a wise buyer who knows his family's first, second, and third choices, before he shops.

Carry your list of point-values for each food to market with you, when you shop. That's rule No. 4. Sure, your store will have a list, or markers. But you have a double check if you have a list of your own. Your newspapers and radio will keep you informed on "point values."

Pay your biggest bills with the stamps that have the biggest value. That's rule No. 5. That way you save the low-point stamps for little purchases.

Finally, don't tear stamps out of your ration book until you are right at the counter where you pay your bill.

Your grocer will help you figure out how many points you owe. You will have figured this out too. Be sure you both agree. Then pay your money, AND YOUR POINTS.

Of course it's a bother, learning something new. But when the bother gets most bothersome, try to remember back to the days when you went to market to buy something and you couldn't buy it. The store didn't have any. Other people got theirs. You got none.

Well, point-rationing is a system your Government has worked out to make sure your share is there when you go to get it.

Maybe the price will be too high and you won't buy it. Rationing doesn't take care of that.

While you are struggling with your points *and* your money, you might give a thought to the people who have points but not enough money. Their problem is lots harder than yours.

Something else will have to be done for them.

Illustrations in this issue:

Cover: *Farm Security Administration*
Page 2—*Office of Price Administration*
Pages 4, 7, 9—*Consumers' Guide*
Page 6—*Cumberland News*
Pages 10, 11, 12—*Drawings by Ted Jung*
Page 13—*Farm Security Administration*
Page 14—*FSA, U. S. Extension Service*
Page 15—*Farm Security Administration*

No medals for these

... but the workers on local War Price and Rationing Boards are heroes of democracy, too. Or what do you think?

YOU SAW in the papers the other day about the man who's organizing the PWMODWAH?

You didn't?

Well, we didn't either. We're on the lookout for him, just the same.

Maybe, when we find him, he'll be smarter than to think up a name like PWMODWAH. We'll bet, though, it will be something close to that.

PWMODWAH starts with "People Who." It ends with "At Home." The "D" is definitely not silent.

With that help, you can guess the rest, what with all the fine training the alphabet boys and girls have been giving you.

PWMODWAH are as old as America, and as young as you.

Now you have it?

You're right. PWMODWAH are the PEOPLE WHO MAKE OUR DEMOCRACY WORK AT HOME.

You'll find them all over the place. They've always been around. But there's a new kind nowadays you never saw before the war.

They're the people who do the work of the War Price and Rationing Boards.

You've got a War Price and Rationing Board within 2 legs' length of where you live.

So does every other American. There are 5,500 of them all over the country. Alaska, Puerto Rico, and Hawaii have theirs. So do the Philippines. That one's in suspense, of course, now that the Japs have got in the way. Sooner or later, it will come out from under.

With the war, for us, just a year old, already a network of these offices spreads across the country, deciding whether you are getting the sugar, gasoline, coffee, or fuel oil you're entitled to; whether you, or you, or you should be allowed to buy a typewriter or bicycle or automobile or a pair of rubber boots.

Each board does an amazingly big and complicated job. It keeps the public informed on new rationing programs, and



RICH MAN, poor man, they're all alike in the eyes of local War Price and Rationing Boards. The same rules apply to all comers. The boards, all 5,500 of them, parcel out the Nation's supply of scarce goods in wartime, with the slogan "share and share alike."

gives out information on who is eligible to get what goods, and in what quantities. It registers all comers, judges their applications, and passes out books, cards, and certificates. It keeps files on who got what.

That might not be hard if there were only a few hundred cases per board; but the average board handles many thousands of applications. And every John Doe who feels that he needs more gasoline and every Mary Doe who lost her sugar card or wants to buy a bicycle presents a new problem for the board—a new case to be heard and passed upon. Everybody with an application to explain or a grief to discuss is entitled to a hearing.

Then the board must keep the public informed on price ceilings—new ones imposed, old ones adjusted. The board gets, examines, and keeps on file the price lists submitted by retailers, of cost-of-living commodities. If retailers want their ceilings adjusted, they go to the board, which

supplies the forms, refers the case to OPA, and keeps track of the adjustments. If consumers have complaints about violations of price rules, they bring them to the board, which forwards them to the OPA.

Board members themselves must read and keep abreast of developments in the price and rationing programs; they must read and understand the numerous regulations and legal decisions on price control and rationing.

More than 40,000 citizens man these boards. They are garden variety of citizens: workingmen, housewives, professional men, retired business men, union officials, ministers.

Pay?

So far, the only thing they've got for their trouble is a certificate from the Office of Price Administration, their parent organization in Washington. Board members are entitled to travel expenses under



WILLS CREEK and the Potomac River come together a block below Cumberland's main street, and flood waters poured over the downtown area 4 times in the last 20 years. A WPA-constructed storage dam now holds the waters back, so this may not happen again.

certain circumstances, but for the most part they never see a Government check. Their services are "free gratis for nothing."

OPA pays the wages of some 20,000 clerks who work with the 5,500 boards over the country, but all the other work is volunteer. Between 60,000 and 70,000 volunteers give their time to this massive job.

Like baseball umpires or court judges, War Price and Rationing Boards don't make up the rules—they only apply them. The rules themselves are made in Washington. War makes that necessary.

But rules made in Washington are just so much paper and ink. They come to life back home.

That's where the test counts.

And that's what took us to Cumberland, Maryland.

Not that Cumberland is something special. It isn't. We wanted to get out of Washington and back where people live cheek by jowl with a War Price and Rationing Board.

Time and travel being short these days, Cumberland was as far as we could get.

"Cumberland," says its Chamber of Commerce, "is the scenic, industrial, and commercial center of Western Maryland . . . built like Rome on 7 hills at the junction of Wills Creek and the Potomac River . . . its early industrial history centered about transportation . . . and commerce which developed from its proximity to the famous Georges Creek coal region . . . the railroad shops furnish employment to many . . . and the city is the home of . . ."

Four times in the last 20 years floods have swept through the town. That's one of the few things that makes Cumberland different. Other towns have their periodic emergencies, too. Floods happen to be Cumberland's chief physical worry. The flood in 1936 carried away the old-fashioned paving bricks on Cumberland's main street. Now it's a modern paved highway, with new store fronts as up-to-date as a Flying Fortress.

Cumberland calls its main street, "Baltimore Street." It's 5 blocks long, running from the railroad tracks on one side to the creek on the other. Lining it are the same dime stores you'd see in your town. A sign, slung on a banner from the second story windows, gives notice of a revival meeting. Along the way there is the Chamber of Commerce, a downtown park, the railroad station, a bandstand.

People in Cumberland are too sensible to boast they've got a special brand of patriotism. They're run-of-the-mill patriots, and no apologies. When a job comes along that needs doing, say a flood or a war or anything special, they get to work.

Maybe they don't clean up the job right away, but who does? Maybe the way they do it today won't work tomorrow. But who said there was only one way to do a job? Maybe they have a lot to learn about democratic ways of doing things. Who doesn't?

Orders to ration new tires got Cumberland's War Price and Rationing Board started.

Washington wrote the rules. Thousands of people like Cumberland board members were asked to make the rules fit the needs of the people.

"We didn't know what we were getting into when we were first asked to serve," one of Cumberland's board members says.

"We thought we were only going to ration tires and tubes. The Governor of Maryland asked me to serve. He picked

out a 3-man board for the city of Cumberland. One of us is a lawyer, Commander of the American Legion in Maryland; another is a secretary of the Chamber of Commerce; another is chairman of the grievance committee of a railroad Brotherhood. I understand most boards are appointed by State OPA directors from people nominated by local defense councils.

"When we were appointed, we had nothing to go on, no precedent, no equipment, no money for expenses. We had to work everything out.

"We borrowed space and equipment and went to work.

"Our first offices were borrowed from the manager of a downtown office building. Later, when we needed more space, we went into the offices of a local coal company. Still later, we took our space problems to the county government. They gave us 2 large rooms in an old school building. Here we are." He gestured, as he spoke.

No doubt about it, Cumberland's War Price and Rationing Board was using its space to its maximum capacity.

"When we first started," he went on, "we did all the work ourselves. We wrote up the certificates. We bought a few rubber stamps, took care of minor expenses out of our pockets. After a couple of months, the work got so heavy we had to have help. The Office of Price Administration in Washington let us hire a clerk. That was fine. It not only helped the work, it made it possible to keep the office open all day."

CUMBERLAND is as American as apple pie, as old as the French and Indian wars, and as modern as a Boeing Bomber. A quiet valley when Col. George Washington was stationed there, today it's a city of railroads and factories, and 50,000 people.



Tire rationing, if you haven't forgotten, was followed quickly by sugar and gasoline rationing. Teachers helped wonderfully on sugar and gas registrations.

"For gasoline rationing, we held training classes. School principals and teachers, along with private citizens, came to those classes. The teachers were to register gasoline users. We wanted to train them so they could make out the forms. You know. Then we trained the others because we figured they could serve as advisers to the teachers in working out difficult cases.

"And that's the way we set it up."

"Most of our volunteers," Cumberland's board says, "are housekeepers. We try not to keep them on a rigid schedule. You know how it is, running a house. People just walk in and say they're here and what can they do. We grab them, because we're thankful for them. Just the same it isn't easy to schedule work that way. Some have got their home work systemized so they can let us know in advance. That helps.

"Right now we've got 8 clerks and a chief clerk on a paid basis. That's not many to handle all the rationing problems for 87,000 people. If it weren't for the volunteers we couldn't get along.

"We've had our headaches. We'll have more. There was that time last summer when Washington said people could have more sugar if they did home canning.

"Here in Allegany County practically every housewife does some caning. I

swear they all came in. The rule was one pound of sugar for every 4 pounds of finished fruit. Lots of our housewives didn't like that rule. They seemed to hold it against us. They told us we knew nothing about canning, which is the truth.

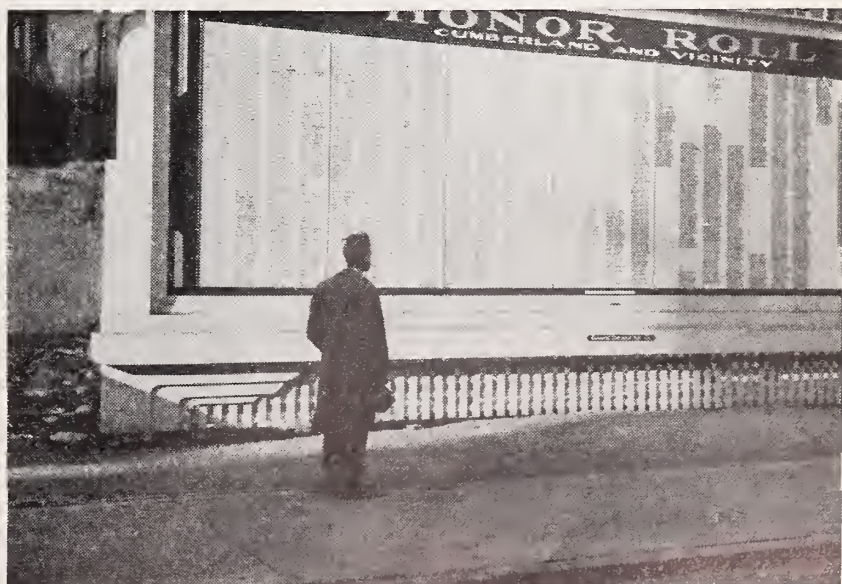
"We had to stick our ground. Washington said that was all the sugar there was, and once the people understood the same rules applied to all comers, there was acceptance.

"One of the tough problems we ran into had to do with tire and recap rationing. That problem will probably be cured by the new mileage rationing and compulsory tire inspection.

"You see, people came in for retreads and they had tire carcasses that couldn't take a recap job. They'd run their rubbers so long the tires were broken, and full of blowout patches. Especially the country folk, who carried heavy loads over back country roads.

"There were some real hardship cases. A woman came here from Seattle a few years ago to run a little farm for her brother who works in a local plant. She had a crop of tomatoes coming in. She lived about 20 miles in the back country. Her truck tires were shot. If she had to pay someone to move the tomatoes, the cost would be way out of proportion to her return. She was in a bad way with those tomatoes—a whole summer's work going to waste. We helped her locate a couple of carcasses that could take recapping.

CUMBERLANDERS, like other Americans, take hats off to their 2 kinds of heroes—those who make democracy work at home, and those who are out fighting on the battle lines. Over 3,000 young Cumberlanders, named here, are already in the armed forces.



"There was another case—an old country couple with an old car. The woman had to come in to the doctor twice a week, for attention. There was no other possible means of transportation, other than the car. Well, the man brought enough produce in to town to entitle him to recaps—but the tires were way beyond the recapping stage. We had to turn him down for *new* tires. Three men never felt worse than we did, having to turn that man down. But there was a change in the regulations sent out from Washington, a few days later. They classified the size tires the man used on his car as "obsolete," a class which can be bought new by farm workers. We got in touch with him right away and furnished a certificate. We got more kick out of getting that case settled than we did out of any other we'd ever handled.

"Oh, we get some unreasonable people in occasionally. Sure.

"There was the railroad engineer who lived on a farm, and used his car to get to work and back. He was entitled to recaps, but he demanded new tires. And when I say demanded, I mean demanded. When we refused him, he said he was of more importance than the Army!

"Those are *rare* cases—just an example of how *some* people react.

"Decisions aren't always easy. It's true, we may run into a case where we turn a man down for a car or tires or gas, when we know that we're actually putting him out of business. But the thing's bigger than me or you or the man in business. It just can't be helped; and the boys in the front lines need the stuff worse than we do.

"People in this county have accepted rationing with darned good grace and very little grumbling. We've tried to explain to each applicant who has been refused exactly why it has been necessary to turn him down. That helps a lot. It helps him to see our problem, and the country's problem. And he's usually satisfied.

"You know what? We've even had people offer to turn in sugar, tires, and what not. When mistakes are made in handing out ration certificates—when people get cards they're not entitled to—they got to bringing them back to the board. The return traffic of people bringing back "X" cards in the temporary gas ration period got to be so heavy it was a nuisance.

"We have board meetings twice a week, on Tuesday and Friday afternoons. Board offices are open to all comers from 9 to 5 every work day. There's hardly a minute during the day that there's not a half-dozen people filling out forms or asking questions.

"We're one of the few points of contact the people in this community have with their Government, and they come in with all sorts of questions that aren't strictly our job to answer. Where can they turn in their idle tires? How can they get a priority? What can they do about the grocer who won't sell them coffee until they pay up their bill? And a lot more like these.

"Things are pretty well organized down at the board now, running smoothly, good staff. We've got as senior clerk a very competent young woman, a local woman who worked in a 5-and-10-cent store here for 9 years. She used to reorganize departments, handle books, and so on. She works all kinds of hours here; if she didn't put in 14 hours a day she'd never get through; so she puts them in.

"And then we've got plant committees, out at the ordnance and rayon factories that help out a lot. For their workingmen to come in here to get forms and fill them out would take too much time away from production. So we have these plant committees, working through the personnel offices, that help the men fill out their applications and mail them in here in bulk."

Rationing is one of the most tremendous and complicated jobs that the country has ever undertaken. Cumberland's board members don't seem to be frightened by the enormity of the job; they're simply angry that the day hasn't got 36 hours.

Sometimes Washington's rules and regulations seem very complicated, and board members have to use ingenuity in interpreting the instructions and ration with common sense.

Cumberland's board is no exception; members had to ration "with common sense" on one or 2 occasions.

Here's one case. After 72 hours of rain, Allegany County found itself in the middle of a bad flood, on October 15, 1942. Men's rubber boots and rubber work shoes had just been rationed, and could not be sold without a certificate issued by the local board. In the emergency, the board chairman went on the air at the local radio

station and announced that the boots and work shoes could be bought without certificates, and that he would accept certificate applications from the purchasers when the flood went down.

"Our job was pretty cut and dried in the old days," went on the chairman, "but the program's getting more complicated all the time. So OPA is giving us more and more responsibility for making our own decisions."

With all this, board members ration tightly, guarding each pound of rubber or sugar as though the outcome of the war depended on it—which is not far from the truth.

We went over to talk to the board's volunteers. "Sure we get swamped with work, but I get a big kick out of it," the first one told us. "Of course, you have to have a sense of humor to get along. I am a housewife. Got a husband and 3 children. I've been putting in 2 or 3 days a week—whatever I can spare." (She's now one of the board's full-time paid employees.)

And another one: "I haven't any children. My time's pretty much my own. My husband's superintendent of ammunition engineering at the ordnance plant. I came down the first part of October, and I am giving the board 2 or 3 days a week. I'd give them more, but I spend every Wednesday at the Red Cross, sewing; and every Thursday at the same place, making bandages."

Dean of the volunteer corps is a 65-year-old railroad veteran. He retired on the 1st of March 1940, after 46 years and 2 months (he's particular about those 2 months) of service. His last job was as signal supervisor. For 2 years after retiring, he alternately fought off a heart ailment, and satisfied an ambition to travel. In July 1942 the local board, swamped with work, put an ad in the newspapers asking for volunteers to help. Our retired railroad man came down with the ad in his hand. He stayed. Now he puts in 8 hours daily. Board members speak of him affectionately. He is having a grand time, and he is rendering a type of service "that cannot be bought." The board has recommended to the State Director of OPA that he be made a board member.

The story doesn't end here.

What do the people of Cumberland, the men and women who fill out the ration

application forms, say about their board? Is it rationing fairly? Is it doing the full job for which it has been appointed? Do the people of Cumberland feel that the board is truly representative?

Cumberland is a strongly unionized town. The rayon factory, biggest thing in Cumberland, furnishes employment to 12,000 men and women, and almost all of them are organized in the biggest textile union local in the world—No. 1874 of the Textile Workers Union of America, C. I. O. Next are several unions of the American Federation of Labor, including school teachers and typographical workers, building construction men, brewery workers, and teamsters. Then there are the “Big Four” railroad brotherhoods; the United Mine Workers of America; and the Independent Union of Dairy Farmers. There is a C. I. O. Rubber Workers Union, too.

What do the unions think of their local ration board? There’re for it.

Do they feel that they are adequately represented on the local board? They do. They speak through the Railroad Brotherhood man on the board.

What about price problems?

Do they know that the local board is supposed to handle price complaints, as well as rationing? Well, they shrug their shoulders, the whole price problem is complicated; much more so, even, than rationing.

A “price panel” is just being set up in the local ration board.

Head of the panel is a retired vice-president of the Brotherhood of Railroad Firemen and Enginemen. Serving under him are an attorney (formerly mayor of the city); and a retired hardware merchant, now operating a farm.

A member of the local board said: “There must be some price violations, but I think the public doesn’t quite understand price watching, nor how to make a complaint. We’ve got a big educational job to do on this.”

So far, the word “price” in the board’s title—“War Price and Rationing Board”—has little meaning to many Cumberlanders. In fact, they are surprised when they find it there. The signs posted outside the board rooms simply say “Rationing Board.”

Perhaps one of the little things that makes for confusion is the fact that the District Office of the OPA is also located in Cumberland. That makes it easy for Cumberlanders with price complaints or merchants who desire price adjustments to go directly to—what is more logical?—the Office of Price Administration. And they take their rationing applications and problems directly to—obviously!—the local “rationing board.”

Now with the new price panel being set up the “rationing board” thinks it will be in fine gear to do its total job.

And that job should become easier both

for the board and the general public in the near future, when a new member will be added. He’ll be the “Community Service” member, and his job will be to keep everybody better informed on price and rationing programs, on what the board is doing, and on what people ought to know about these programs. All boards are now going to have such a member.

Well, that’s Cumberland. Not the whole story, but the guts of it.

All over America, the story of Cumberland’s War Price and Rationing Board could be repeated. OPA could add chapters and books to this record.

Nobody’s pinning medals on these heroes of democracy.

They don’t ask for medals.

They know, as you know, that so long as the war lasts the country’s supply of new goods, and even second-hand goods, for civilians will be scarce. There’s only one thing to do; make sure that each of us gets a fair share of what is available. That much, and no more.

They know, as you know, that the best laid rules of sharing are useless unless they are translated into action by people who are knowing, sympathetic, and endlessly patient.

That’s the kind of people who make our democracy work at home.

Humbly, we salute them!

LOCAL boards keep one eye on rationing problems, another on price control. Both programs add up to a billion bits of work. Who does this work? Right now, 40,000 local board members; 60,000 to 70,000 volunteers; and 20,000 paid OPA clerks.

HEADQUARTERS for local boards are no plush-lined palaces. They are often set up in discarded places, usually donated by someone: old school houses, churches, stores, basements. Cumberland’s board uses 2 rooms in this old school building, downtown.



Life in 1943. What will it be like?

Here are some guesses



THERE'LL BE LESS OF SOME FOODS. That will mean rationing. But even then we might be better fed. England's shown how you can take less food, divide it wisely, help people to buy it or get it free, and come out with healthier people. Perhaps we will prove we can, too.



OLD STANDBYS WILL BE HARD TO GET. Some of them, that is; foods like watermelons, celery, artichokes. We have to put our land, labor, and transportation to producing and transporting foods with the greatest food values per acre, man-hour, train. Watery foods will move last.



LUXURY FOODS WILL DISAPPEAR. Put away your nickel, little girl. There'll be less ice cream, fewer fancy foods, to spend your money on. Sure, you need calcium for your bones; but you'll get it—or we'll have to see you get it—in foods that will give you best values for your nickel.



FAMILIAR FOODS WILL WEAR NEW FACES. More tins can will go to war, less precious materials must be used for containers. More foods will have to be bought fresh and cooked at home. Cooks will have more need than ever to show skill, getting variety out of monotony.



YOU'LL CARRY MORE. All the extra services your stores have been doing will be stripped to the bone, to save man-hours, machinery, trucks, mailing. Besides carrying more things, you'll have fewer charge accounts, less chance to return goods, more self-service. It will take you longer to shop. Of course, the less frequently you shop the better for everybody.



YOU'LL BE A PRICE WATCHER. Price controls will be tighter. More ceilings will be stated in dollars and cents. They'll be easier to hold on to. You'll want to report price violations, not just to make price control work, but to keep your living costs down.



YOU'LL LEARN TO USE NEW MATERIALS. Metals have gone to war, so other materials must be used for civilian goods. Frying pans may be made of glass; knives may be made of plastics; cans may be made of fiber or paper; fire grates may be made of earthenware. You'll take more care of everything.



STANDARD MODELS WILL BE ALL THE RAGE. Goods will be de-frilled. There will be little variety. Goods that will be made will use the least possible amount of critical material. You may even find more grade labeling on things.



YOU'LL BE PROUD OF YOUR PATCHES. You'll mend and darn and patch and repair everything—clothing, utensils, rugs, furniture, automobiles, and every kind of household goods—because there'll be less to buy, or you'll have less to spend. You'll prize every scrap.



YOU'LL GET DIRT IN YOUR FINGERNAILS, maybe calloused hands, doing more of your own housework, growing some of your food. More gardens than ever will blossom in and around cities. You'll work in one, to add extra foods to your family's and your neighbors' meals.



YOU'LL GET BACK TO THE SIMPLE LIFE. After you've paid your taxes—heavier than ever; after you've bought War Savings Bonds—more than ever; you'll have

little left to spend on fun. You're going to make your own fun, at home, and not depend so much on fun other people make for you. You'll find having fun needn't cost money.

They live on ingenuity

Half a million farm families, helped by the Farm Security Administration, show what to do when you are up against it

COULD YOU furnish a living room for \$2? Or feed a family all winter on fish from your brook? Or hatch a nestful of eggs with a hot-water bottle? Or sew a Sunday outfit from old flour sacks?

The John Smiths could. They were shipwrecked by the depression, and they pulled through. Now let the war pile on its sacrifices. They can take them. Not that they choose to live the way they do. They can't help it.

No one with 2 wits to rub against each other is recommending that you take to living on the edge of nothing the way the John Smiths do. But if you'd like advice on how to get along after you've paid your income tax and bought your War Bonds, don't bother with the Ph.Ds. The John Smiths are much better experts.

Money means as much to the Smiths as it does to anybody else, but they never had much. They learned to do without it. They, and half a million other farm families. Maybe you will, too, as the war goes on. Even if you don't have to cut corners, you ought to, and invest your money in War Bonds.

The John Smiths aren't any special family. They're the families that the Farm Security Administration helps. All of them share one thing. They can "take what they have to make what they want." And what they lack in material goods they make up for with ingenuity.

They wave their hammers, call on their resourcefulness, and presto—orange crates become kitchen cabinets, old victrolas turn into clothes chests, burlap becomes draperies, and holes in the ground become refrigerators.

That \$2 living room suite was dreamed up by a farmer's wife from an old cot, an apple box, two cotton oat sacks, and some bargain cretonne.

She took cattails and stripped them from their stalks. She stuffed an old mattress cover with the fuzzy weed and tufted it neatly. She made pillows the same way. Then she covered all with the cretonne, and she had a studio couch.



THESE young, untrained fingers can't remold their world of poverty into something resembling the good life, but they can create from the mud found near their home in Hark County, Georgia, a doll, a house, and airplanes that soar on wings of clay.

Now, she thought, I need a chair to go with it, to make it cozy. Out came the old kitchen rocker. Cretonne padding went on its back and seat and arms. And the apple box, pert and pretty in a cretonne skirt, squatted before it like a footstool.

As for those oat sacks, they were dyed, cut into strips, and hooked into 2 scatter rugs.

Another farm wife furnished her home with the upholstered seats from the old flivver. The car was standing on tireless rims, gathering dust in the garage. So she gave the body to the scrap pile, and used the seats for furniture. She made legs from pieces of wood, 2 by 4 inches thick and fastened them on with shelf brackets. Then she covered her creation with cretonne to disguise its origin. The effect was low-slung and modern.

Making clothing from partly worn upholstery material is a recommended wartime measure. But it's old stuff to these

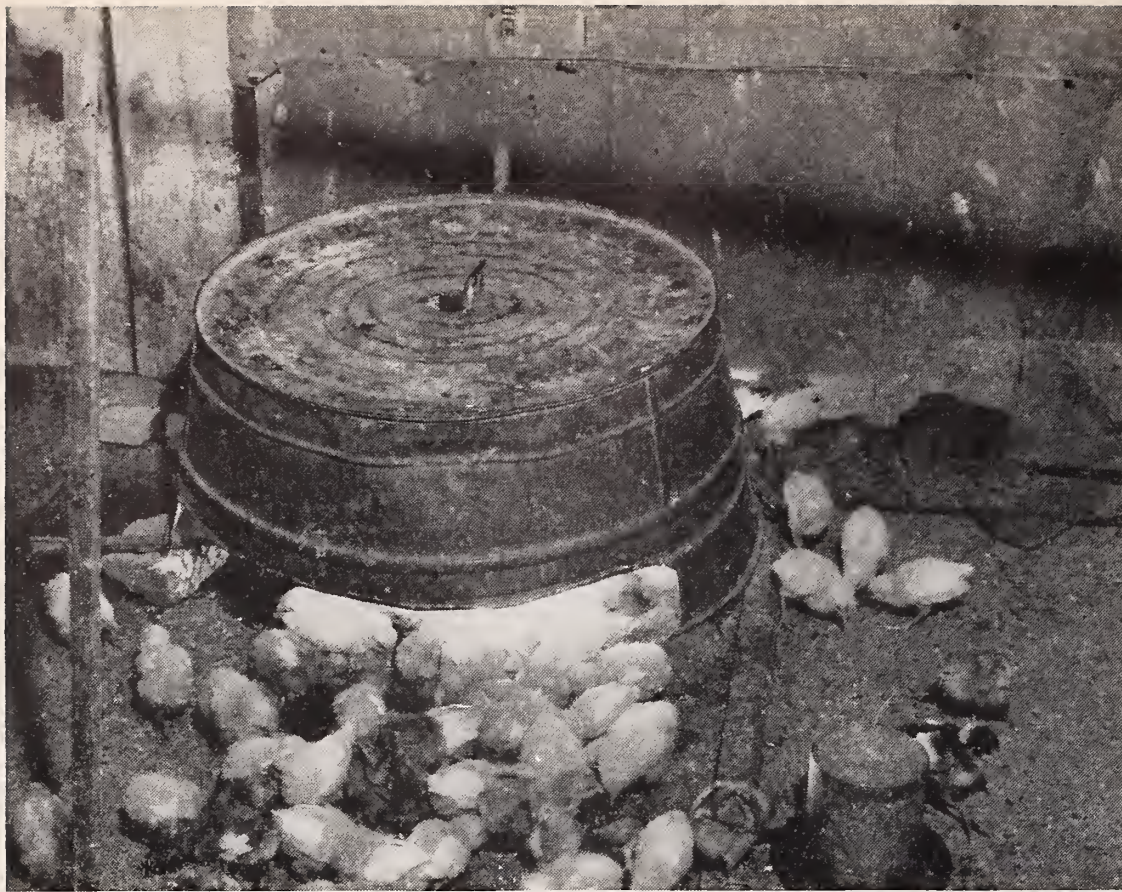
farm folk. They've been getting wardrobes out of their rag bags for a long while.

There's a girl who makes baby booties from old felt hats. She cuts the felt after a simple pattern of her own design, sews the pieces together, and completes the job with a neat lining.

Her older sister makes mittens and leggings from old woolen underwear. She crochets the edges, or binds them with tape, to prevent raveling. Then she dyes her finished products a bright red or blue.

All over the country, low-income women are sewing to save money. They mend and remodel what they have, and when they have nothing to make over, they design new clothes out of sacks. All kinds of sacks: flour sacks, meal sacks, sugar sacks, feed sacks, salt sacks, seed sacks, everything but paper sacks.

They make little kitchen doodads like pot-holders and tea towels from the sacks. They also make blouses, shirts, slips, pil-



HARRY HANDY is as good as his name. He raises poultry in Scotland, Maryland, and when he needed a brooder, he didn't buy one. He cut away part of the rim of an old washtub, drew in a light bulb, and let the chicks flock under. They're flourishing, too.



WHEN is a farmer's wife a cabinet-maker? When she lives in Herkimer County, New York, and gets together with her neighbors to recondition old furniture or create new pieces from old auto seats or other unlikely sources. Working together, they pool their skills.

low cases, luncheon sets, bedspreads, tablecloths, and even dainty layettes.

One Louisiana woman entered several samples of her feed sack hand work in a State Fair exhibit, and later in the day, went to look for them in the sack exhibit. She couldn't find them there, but discovered them with the linen exhibits instead. They had been judged by mistake as linen, and they were decorated with the blue ribbon for first prize.

A little dye often disguises their humble origin. A New Jersey farm wife boils hickory bark with alum to make yellow dye, and walnut hulls with a pinch of salt to make rich dark brown.

But the sack is not the only basis for raw material. In a Mississippi farm house an old spinning wheel in the parlor is humming again. It means warm clothes for the large family, where money is scarce but wits are plentiful. The mother is spinning thread from cotton and from native wool, and teaching her daughters as she spins.

Spinning sounds mighty old-fashioned for this modern age, but it still produces the goods, if there's no other way to get it. Fishing is a mighty old sport, too, but it still brings in the fish. Plenty of fishing is done by low-income families—and not for sport, either.

One Southern woman serves her family frog legs. "We wouldn't have much to eat," she says, "if it weren't for that creek down there in the pasture." She learned how to spear the frogs, and she fixes the fat legs as tasty as you please.

You won't find a chicken in every pot, but you'll find them in many pots, even in the simplest of homes.

That's because these people know how to raise chickens. Take the woman who hatched a nestful of eggs with a hot water bottle, for instance. Two days before hatching time, the mother hen abandoned the nest, and nothing could persuade her to set again. So the ingenious farm wife placed a hot water bottle on the nest, refilling it night and day to keep it at the right temperature. The trick worked. Nearly every egg cracked open in due time, releasing a downy chick.

Another rural homemaker found herself one day with a flock of baby chicks and no heater for her brooder. She had no money to buy one, so she invented a heater from a peanut butter jar and an electric light bulb on a cord. Not a single chick died of chills or fever.

Ever see an air-raid shelter for chickens? You'll find one in Nevada, where a farm wife dug out a bank at the edge of her yard to serve as a chicken coop. She didn't have enough lumber to build any hen-houses, so she dug them, reinforcing the hollow with board framework to prevent cave-ins. Outside, she made a sort of patchwork front with lumber scraps. She also made little doors, using pieces of an old leather belt for hinges.

In Arkansas, a tenant farmer's wife made her own refrigerator. She didn't exactly build it—she dug it. She took a spade and shoveled a hole in the ground. It was about 2 by 3 feet and located under a big shade tree in her yard. Then she covered it with a lid insulated with sawdust. Even in hottest summer weather, she says milk stays sweet 2 days.

Women like this one have so little money to spend, that they figure out all kinds of ways to get substitutes for necessary cash. One woman had a flock of geese and a toothache. She traded her dentist goose feathers for gold fillings. Another raises turkeys on her Texas farm, and about Thanksgiving time, she trades "gobblers for galoshes," to keep her half-dozen children in new overshoes.

Unable to buy jewelry, the girls make

necklaces from enameled grains of corn. They use bits of wood, metal, string, and other odds and ends to fashion wooden belts and slave bracelets. They make buttons from acorns, or slice corks into disks and glue them on pasteboard for buttons.

They make their dolls of corn cobs, and weave little hats for them from corn-shucks. They stuff old cotton stockings to make kitty cats for cuddling. They weave baskets from honeysuckle vines. They make spinner tops by whittling down spools to a point on one end and inserting a little pointed stick in the other. They make circus trains from old shoe boxes.

The food they get must be good for them, too. Farm folk, with the help of FSA, know what to serve and how to grow it at home. They live off their farms—off their kitchen gardens, their poultry, their dairy cows, their livestock. They know about balanced diets and low-cost cookery and vitamins.

They eat what they need fresh, and what they have left over, they preserve. After their own pantries are full, they contribute what they can to community school lunch projects. That way, they know their kids will have a square meal at noon, not a cold sandwich and water from the pump.

Every now and then they run up against

something they can't make or grow at home—something that costs a pile of money. Then they know what to do. They team up. Five women buy a washing machine together, and each takes turns using it. Or they buy a pressure cooker and do their canning together. Or they figure out how much seed, or fertilizer, or glass jars they'll need to buy at the stores, and they pool their orders, so they can get a discount for buying so much at once.

These half-million families are only one-fourth of the people "living on ingenuity." They are just the ones who have been helped by the FSA program. A million and a half others are still struggling along, not producing as much as they could if given the chance to build up their resources and learn new methods. They, too, could increase production by loans and help in better farm-and-home management.

It's time these "underemployed" people got on good land, Secretary of Agriculture Wickard has said. Time they helped us meet next year's food production goal by being helped a bit themselves. There's room for them on the good land now—room for their ingenuity and resourcefulness to take root and burgeon into a harvest of better living.

THIS is an original American dressing table, hand-made in Eleven Mile Corner, Arizona. The school girls whipped it up from discarded vegetable crates, for their Community Center. They made draperies from burlap, and a rug from some old rags.

WHEN the cupboard is bare, these Cajun kids of Shriever, Louisiana, know where to get food. They go down to the bayou and catch supper for themselves and their families. What the folks can't eat is safely preserved and put away for future use.

IT doesn't fit now, but it will when these seamstresses are finished. With many of their menfolk in uniform, migratory farm women of California are turning old suits to new uses. They're old hands at making over.



In this issue

JANUARY 1943

VOLUME IX, NUMBER 2

You pays your money

AND YOUR POINTS . . . 2

No medals for these 5

Life in 1943. What will it be like? . . 10

They live on ingenuity 13

Consumers' Guide

A publication of the Department of Agriculture, Washington, D. C. Issued monthly.

Consumers' Service Section, Chief, Mary Taylor; Editorial Assistant, Anne Carter; Contributing Writers: Harry Dreiser, Gladys Solomon; Photographic and Art Work, Ted Jung.

CONSUMERS' GUIDE is printed with the approval of the Bureau of the Budget as required by Rule 42 of the Joint Committee on Printing. Official free distribution, 140,000 copies per issue. Additional copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., 5 cents a copy, or by subscription, 50 cents a year, domestic; 80 cents a year, foreign. Postage stamps will not be accepted in payment.

To all free subscribers to Consumers' Guide

We have mailed you a notice, required by the Office of War Information, advising you that your subscription will be terminated unless you send us within 30 days of receiving the notice, a request to continue your subscription. Please address your request on a penny post card to:

*Consumers' Guide
U. S. Department of Agriculture
Washington, D. C.*

CG News letter

A Wartime Supplement to
Consumers' Guide
January 1943

Rounding up reports from U. S Government agencies between November 15 and December 15

WE HAVE A FOOD ADMINISTRATOR.

"In order to assure an adequate supply and efficient distribution of food to meet war and essential civilian needs," the President on December 5 directed the Secretary of Agriculture "to assume full responsibility for and control over the Nation's food program."

In a nutshell, the Nation's new Food Administrator has these gigantic jobs to do:

(1) Figure out how much food we need for military use at home and abroad; for civilian use at home and abroad; for animal use, and for industrial use;

(2) Help farmers to get this food produced;

(3) Allocate food supplies among all the different needs;

(4) Work directly and through other Government agencies, "to insure the efficient and proper distribution of the available supply of food."

When you shop for rationed foods, you won't meet up with the new Food Administrator directly, because OPA continues to operate rationing plans. But which foods will be rationed will be determined by the Food Administrator.

"We now have concentrated in one place," said the new Food Administrator's first public statement, "administrative machinery to get the raw materials and to deliver the finished product, from the time the seed goes into the ground until the food goes into consumption."

"I recognize fully the power and authority the President has delegated. It shall be the obligation of the Department of Agriculture to use that power only—but to the limit—to assure an adequate supply and efficient distribution of food to meet war and essential civilian needs. In that endeavor, I ask the help of America's farmers, food handlers, and consumers. Each of us should be deeply concerned and actively helpful in protecting our food supply."

EVERYBODY MUST HAVE WAR RATION BOOK I.

It's hard to believe, but it seems to be true, that there are still some consumers who have failed to get their War Ration Book I, the book that has entitled nonhoarders to buy sugar since May 5, and grown-ups to buy coffee since November 29.

And that's too bad.

OPA wants everybody to get his copy of War Ration Book I, now, quick, before War Ration Book II comes out. Because, to get No. II book, each person must show his Book No. I. That's to save local War Price and Rationing Boards from going through the headaches they had when they issued the first book.

Even sugar and coffee hoarders are urged to get their No. I book. Local boards are instructed to tear out stamps to which hoarders are not entitled. OPA doesn't want the fact that anyone overstocked on these two foods to block him from getting his share of foods to be rationed with the No. II book.

So, if you know anyone who has failed to get his No. I book, you'll be doing a good deed for him and lending a big hand to OPA if you steer him around to his nearest War Price and Rationing Board.

GRADE LABELS ON CANNED GOODS PROMISED.

Remember when you had to search hard to find any canned fruits and vegetables graded and labeled according to U. S. Government quality standards?

You still have to search.

In a few months, when the 1943 pack of canned fruits and vegetables arrives on consumer markets, you can relax.

OPA announces that when "dollars-and-cents" ceilings are fixed for these foods

canners will be required to grade according to Government standards, and put grade marks on labels. Canners will have the choice of using A, or Fancy; B, or Choice or Extra Standard; C, or Standard. All packs will be inspected by the Department of Agriculture.

Times do change, don't they?

MORE "DOLLARS-AND-CENTS" PRICES ARE HERE.

That's the kind of ceiling prices that doesn't vary from store to store. OPA is issuing more and more of them.

Before you buy any of these goods, the smart thing is to ask your local War Price and Rationing Board what its "dollars-and-cents" retail price is. Then make sure you aren't charged more.

Silk stockings.
Nylon stockings.
Rubber heels.
Victory rubber footwear.
Stirrup pumps.
Heating boiler conversion parts.
War bicycles (adult).
Used typewriters.
Anti-freeze.
Tires, recaps.
Automobiles.
Mechanical refrigerators.
Household vacuum cleaners, new.
Sanitary napkins.

HAVE YOU BOUGHT YOUR POUND?

One area only—around Atlanta, Ga.—reported to OPA in the early weeks of coffee rationing some difficulty in meeting rationed demands.

Some Atlanta people could not find enough coffee in their accustomed stores. But OPA says by shopping around every Atlantan coffee consumer could find his share of coffee supplies.

With this exception, coffee rationing seemed to get off to a good start on November 28. If your memory is short, be sure to write down now how much coffee you had on hand November 28. You'll have to declare that

amount when you sign up for War Ration Book II, sometime in January or February.

TIGHTENING UP ON GASOLINE.

Easterners, who have been under gasoline rationing orders since May 15, were joined by the rest of the country on December 1, when everybody went on rationing.

Arbitrating on the question of whether gasoline rationing was or wasn't necessary, the President ordered Nation-wide rationing to start, not because gas was short everywhere but because measurable mileage in tires is desperately short.

"A" coupon holders in the East were cut on November 22, from 4 to 3 gallons per coupon, non-Eastern "A" holders, started with 4 gallons.

To help Eastern "A" coupon holders using their cars to get to work, OPA issued a rule compensating them for the cut from 4 to 3 gallons: Anyone using his car 90 miles or more a month for occupational purposes was allowed to ask for a supplementary ration. Previously, you had to prove you used your car 150 miles or more a month to get extra rations. This shift was designed, not to give you more than you used to get, but to squeeze out non-occupational use of cars.

TIRE INSPECTION DEADLINE COMING UP.

Of course, you have your tire inspection report form. Deadline for getting yours was December 12. You don't have to show your inspection form when you buy gas, but it is illegal to use gas in cars without such a form.

If you slipped up, find out from your local War Price and Rationing Board how to get an inspection form.

Next important date in mileage rationing is January 31. by that date, your tires must have had their first inspection by an authorized service station. Again, ask your local War Price and Rationing Board, if you don't know any authorized inspector. The inspector will sign your report form when your tires are in as good condition as you can put them.

It's to your advantage to get a thorough inspection. On the other hand, if you think

one inspector requires unreasonable repairs be made, try another. Your local War Price and Rationing Board will umpire any disagreements between you and inspectors.

WINTER COLD HATCHES FUEL OIL PROBLEMS.

No one in OPA, as we went to press, was convinced that all fuel oil rationing troubles had been straightened out, but everyone concerned was busily at work on them.

Toughest of all rationing plans yet attempted, perhaps, fuel oil rationing in 30 Eastern and Middle Western States has run into snags.

Unlike coffee and sugar rationing, which divide up what we have with only minor consideration of individual need—gasoline, tire, and fuel rationing attempt to divide up what we have according to the individual needs of buyers.

Sharing according to need is something brand new in America. There are no yardsticks to go by. The more nearly equal everyone can be treated, the simpler rationing plans can be. The more individual needs are taken into account—especially health needs—the more complicated rationing plans must be. Fuel oil rationing is admittedly complicated.

Your local War Price and Rationing Board is your best source of information about your share of fuel oil supplies.

To help you gage your fuel oil consumption, OPA will shortly issue weekly reports for 103 cities showing the maximum amount of your ration that you should have burned. If you limit your consumption to this figure, your rations should last through each heating period. Watch for this report in your local newspapers.

RENTS MUST STAY PUT.

Landlords in defense rental areas who think that because their costs have gone up they should be allowed to raise their rents aren't getting very far with OPA these days.

If OPA finds they are doing as well as they did in 1939 and 1940, it turns thumbs down on requests for increased rents.

"It was not the intent of Congress, nor is it the purpose of the Administrator, to guar-

antee to landlords or other persons a better financial position than they would have enjoyed in the absence of the peculiar economic conditions created by the War," says OPA.

Another important principle OPA laid down last month is that landlords who charged less rent for their properties than was charged for comparable places on the base date needn't expect the Government to let them raise their rents to the higher level.

Said OPA: "The rent-control program was not intended to equalize those differences; its goal is to maintain the rental status quo for the duration . . ."

MORE GOODS TROOP TO THE FRONT.

We're stripping down to "rock bottom." Here are some of December's orders.

Food must go to war.

All of these canned foods, packed in 1943, will go: Canned apples, applesauce, apricots, blueberries, figs, grapefruit segments, orange juice, blended orange and grapefruit juice, beets, carrots, pumpkin or squash, tomato catsup.

Varying amounts of other canned fruits and vegetables and juices will go.

Civilian shares of canned fruits and vegetables in 1943 are expected to average about one-half their 1941 total.

We're not getting all the milk we could use for military as well as civilian use. So WPB has ordered no more whipped cream sold, except on doctor's orders. You'll find coffee cream, though, whether or not you have used up your pound of coffee.

There'll be 20 percent less ice cream made in January than otherwise would have been made at this time of year. Ice-cream makers must not change the quality of their products, up or down.

Tin's scarce, and much of what there is must go to War.

So WPB has ordered (after various nearby dates) no more tin,terneplate, or black plate may be used to pack these foods for civilians: Meat spreads, sausage, whole tongue, ohopped luncheon meats, edible oils, lard, white asparagus, succotash, sauerkraut, baking powder, among other things.

Undoubtedly, substitute packing, using less critical materials, will be found for some of these foods.

Tin-saving orders cut down on the amount of tin that can be used to pack still other foods, but figures do not yet reveal how much of the foods affected will stay at home, how much will go.

Textiles must go to war, too.

So WPB has cut 2 to 3 inches off the length of men's and boys' shirts. It has taken box pleats off their backs. It has removed collars, cuffs, frogs, and sashes from pajamas.

Alcohol is needed for explosives. So we're cutting out more alcoholic toiletries and cosmetics.

Metals are the first "musts" in war.

So no more attachments for vacuum cleaners can be made.

No more toys or games using certain critical metals, except joining hardware, can be made.

For every 100 fountain pens made in 1941, about 36 will be made in 1943; for every 100 mechanical pencils, about 41. There'll be plenty of pen points, though; 144 million more than in 1941.

No more portable electric lamps and shades, using critical materials, can be made.

GOVERNMENT BEARS DOWN ON BLACK SHEEP.

Black sheep, if they have eyes, see 2 fingers pointed at them: The finger of people they've gypped; the finger of law-abiding competitors.

OPA acts for both protestants when it brings charges against people suspected of black marketing. OPA charges must, of course, be proved in court.

CONSUMER CALENDAR.

Jan. 1.—Your employer (if you're a wage earner) starts deducting 5% Victory Tax from your pay.

Jan. 3.—Coffee ration coupon No. 27 expires.

Jan. 4.—Coffee ration coupon No. 28 good for one pound.

Jan. 21.—Gas ration coupons A3 expire.

Jan. 22.—Gas ration coupons A4 good. Watch your newspapers for their value.

Jan. 31.—Tires on all cars must have had one inspection by this date.

Jan. 31.—Sugar ration stamp No. 10 (3 lbs.) expires.

	Coupon No. 1 good until—	Coupon No. 2 good from—
<u>Fuel Oil:</u>		
Zone A.....	Jan. 20	Jan. 7
Zone B.....	Jan. 19	Jan. 6
Zone C.....	Jan. 18	Jan. 5
Zone D.....	Jan. 16	Jan. 3

Four drives against alleged violators of price or rationing control got under way during the past month. They took in department stores, landlords, institutional coffee buyers, gasoline stations.

This and that

Average family food bills went up 1.2% between mid-October and mid-November. That landed them at 8% above mid-May levels, when OPA controls started. Heaviest advances have been in uncontrolled food prices.

Hungry children in France got nearly 7 million cans of evaporated milk, each of them marked as a "gift of the American people through the American Red Cross," before German troops marched into unoccupied France.

No more chocolate hearts or bunnies or eggs for the kids. WPB thinks they'll get better food use out of our limited chocolate supplies if we cut out the "novelties."

Gum chewers are learning how to make each stick last longer. 1942 production almost equaled 1941's record output, but many more chewers came to market. Don't look for larger supplies, because while there's plenty of chicle to be had, it must be imported, and shipping space is tight.

"Ask yourself, before you purchase a travel ticket or board a bus or train, whether you really need to make that trip. If you cannot conscientiously answer that question in the affirmative, please do not go." That's the urgent request of the Office of Defense Transportation.

School children who work on farms now have priority rights in buying bicycles. OPA has given the "go" sign to stores cutting down on all kinds of shopping services. Stores cutting out services don't have to cut prices.

CG News letter

January 1943

Published by the Department of Agriculture in cooperation with the Office of War Information, Washington, D. C.
Prepared by Consumers' Counsel Division,
Agricultural Marketing Administration

.94
-422c
cop 6

LIBRARY
CURRENT SERIAL RECORD
JUN - 3 1943
U. S. DEPARTMENT OF AGRICULTURE

Consumers' guide

February 1943



We Share Food

We share food

*Secretary of Agriculture Wickard explains why America's food supplies are being rationed through the new points plan.**



THE WAY we manage our food supply will have a lot to do with how soon we win this war.

Food is a weapon—a most powerful weapon.

The food we consume here at home is just as much a material of war as the food we send abroad to our soldiers and fighting allies.

If we manage our supply well—if every one of us cooperates fully, we will not only have enough food to win the war; we will have enough to give every one of

**From an address to the Nation, December 27, 1942.*

"OUR FIGHTING MEN must have plenty of food, far more than they needed in civilian life. Wherever they go, large food reserves must travel with them."

us here at home a healthful and well-balanced diet.

What are the essentials for the right kind of a food program?

Basically, they are simple. First, we need to produce as much of the right kinds of food as we can. Second, we must see to it that this food, once produced, is used where it will do the most good.

So far as food production is concerned, we have done well, remarkably well.

For 3 years in succession, our farmers have broken all previous high records. If you can't buy all the butter, bacon, or beefsteak you want, it isn't the farmer's fault. He has done his part. He has done it in spite of many obstacles, and is making plans to do it again in 1943. The same is also true of the food processing industry which has likewise done well in spite of the obstacles.

There are definite limits to the amounts

Consumers' guide



"AMERICAN FOOD has helped win the support of the inhabitants of North Africa. It will help win the support of other peoples of liberated countries, and thus will save the lives of thousands of American boys."



"THE FOOD we are sending to the British is helping to keep their armies strong, and to keep their war production going at full speed. Nearly every pound of food we send to Russia goes direct to the Russian Army. That food saves the lives not only of Russian soldiers, but of our American soldiers who otherwise would face a much stronger German Army sometime in the future."

of food we can produce. It is doubly important, therefore, that we make sure the food we do produce goes to the places where it is most needed.

Rationing of some foods is the best and fairest way to be sure that every American gets enough to eat.

It is a way to assure the health of our children.

It is a way to keep people strong and healthy for their war job.

It is a way to make food a stronger weapon for winning the war.

Rationing in this country does not mean sub-standard diets.

In peacetime, the price of food has helped set the pattern for food distribution. When the price of any food rose very much it was taken out of the reach of many people.

In peacetime, the lower income group did not get enough of the protective foods. Many of the higher income families either ate more than they needed, or wasted part of what they bought.

In peacetime, perhaps, we can afford to waste some food, but in wartime we must get the best out of our supplies.

Already we have acted to see that food prices, along with other prices, don't go too high. So we do not have rationing through higher prices.

We must act further to see that food supplies are divided fairly, especially since purchasing power is rising while food prices are relatively stable.

Quite a few people are earning more money now than they have ever earned in their lives.

They can't spend it for new automobiles, radios, refrigerators, or the like.

They are buying more food. Some are buying more food than they need.

This, together with the demand for the armed services and our allies, and some price differences among different areas, explains the local shortages you hear people talking about.

It explains why many families won't get all of every kind of food they want to buy.

But that doesn't mean we will be poorly fed.

At present—assuming we meet production goals and that military and lend-lease needs stay in line with present estimates—it looks as if we will have a civilian food supply about as big as we had in the last half of the 1930's.

Here are 1943 prospects, for each of our civilians, compared with the amounts we consumed in the years 1935 to 1939:

Dairy products	90 to 95 percent
Meats	100 to 105 percent
Poultry	150 to 160 percent
Eggs	90 to 95 percent
Potatoes	95 to 100 percent
Fresh citrus fruits	125 to 130 percent
Fresh vegetables	90 to 95 percent
Cereals	Abundant supplies, as much as we want to eat.

In spite of the tremendous demand for American food, the food available for civilian consumption in 1943 will in some respects more than meet the nutritive standards set up by eminent nutrition scientists.

I think I might as well tell you, however, that everyone will not get as much of every kind of food as he or she wants.

There may not be as much pleasure in eating. But, just the same, there will be enough for an adequate and healthy diet.

We can be fairly well satisfied, then, with the prospects for food supplies. But we must be deeply concerned about food distribution.

The success or failure of our wartime food program depends on producing enough of the things really needed and on how well we divide our supplies.

If we divide them better, we as a Nation can be better fed than in recent years.

If we divide them badly, we are going to be in lots of trouble.

Britain already has demonstrated that an effective food program can mean a rise in the dietary standards of the people as a whole, even though there is a reduction in total food supplies.

All in all, British people are better fed now than before the war began, and it is because they are dividing their supplies better than they did in the past.

The nations of the future must see to it that their people have enough of the right kinds of food to eat.

We have made a beginning toward this end.

Now is the time to go farther.

That is why we are rationing canned fruits and vegetables.

That is why we will be rationing other foods.

Canned fruits and vegetables and dried fruit are among the foods most needed by our fighting men and our allies.

Next year, half our production of dried fruit will go abroad to save shipping space. Nearly half our production of canned fruits and vegetables will go to our boys in the service, mainly in this country.

Now our production of processed fruits and vegetables is larger than it ever has been. Even so, after taking out large quantities for our armed forces, we have available for civilians two-thirds as much as we have been using in recent years.

The method we are going to use—the points system—is the best one I know for getting the job done and still giving the greatest range of choice to both consumers and grocers.

As it applies to the greatest range of vegetables, housewives can use their coupons for the particular kinds of food they like best.

As many of you know, the points system of rationing is now being used very successfully in England.

I realize that this entire food program is something comparatively new to all of us.

We never have fought a global war before, either.

I am depending on all of our citizens to make the program a success. With such support, I do not see how we can fail.

For many of us here at home, the battle of food offers our greatest opportunity to contribute most directly to winning the war.

I am confident that you will make the most of this opportunity.



"NEXT YEAR our armed forces and our fighting allies will need about a quarter of all the food that we produce. We are sending largely the products that are high in concentrated food value, that ship easily and keep well—foods like meat, milk, and eggs.



"THE SUCCESS or failure of our wartime food program depends on how well we divide our supplies. If we divide them better, we as a Nation can be better fed than in recent years. If we divide them badly, we are going to be in lots of trouble."

Dressed up fit to work

Safety and comfort shape new styles for 6 million women needed in war industries this year.

MANAGERS of an Eastern war plant hired a stylist to design uniforms for their women workers.

"Give the girls something snappy," they told the expert. "We want them to feel stylish."

The expert decided to let the girls do their own choosing. She called in representatives from each shop.

To her surprise, the girls had definite ideas about the matter. By and large, they knew now the difference between fads and fitness in clothes. They wanted clothes that were comfortable and safe, not "cute" and "sensational."

The girls had learned this the hard way. Some of them had started their factory jobs, bedecked with flossy sweaters, high-heeled shoes, pink pearls, and pompadour hair-do's. But high heels caused tumbles down factory stairs. Sweaters, pink pearls, and pompadours tangled with machinery. Pompadours even caused 2 serious head injuries.

You didn't have to look like a female Sloppy Joe, the girls said, but neither did it make sense to dress up for work as if you were going to tea in the White House.

They knew about one factory that had put its girls into natty uniforms and bell-hop caps. The caps looked jaunty, all right, on the young ones with feather hair-cuts. And the flap pockets struck a smart note. But the girls soon found they were safer if they covered their curls completely with a special worker's cap. As for the flap pockets, the machinery had a tendency to rip them off.

It was a wiser stylist who reported back to the factory managers.

Some 6 million women will be doing war work by the end of this year. Twelve million more will work outside their homes, in schools, hospitals, offices, and stores. More than a million and a half will plow fields and manage farms.

Women have worked in factories since the industrial revolution, and on farms since the beginning of time. But never before has there been so great an army of women boilermakers, welders, and riveters.



SLACKS and low-heeled shoes get the votes of our women factory workers. Not uniforms, but a certain amount of uniformity, is desirable. Dressing in comfortably casual clothes makes the job easier to do, saves wear and tear on street clothes, too.

It's a rare woman, too, who drove a 30-horsepower tractor before Pearl Harbor.

New jobs call for new clothes ideas. Freedom of action is essential. You must be able to reach and climb and bend with ease and safety. Loose sleeves, full skirts, flounces, cuffs, and other entangling trimmings, must go. Head coverings must serve to protect rather than adorn. Shoes must have skid-proof soles, and safeguard toes from falling objects.

In the first rush of war work, the clothing situation in defense industries has been rather chaotic. Uniforms suitable for one job, have proved a nuisance on another. Many types of factory work require no particular costume, other than a simple cotton or rayon wrap-around frock. More strenuous operations call for coveralls, goggles, leather aprons, footguards, gloves, kneepads and armpads.

Many studies have been made of the hazards met in industrial jobs, and the safest types of clothing to wear. A booklet has been prepared by the Women's Bureau of the U. S. Department of Labor, titled "Safety Clothing for Women in Industry." If you are planning to work in a war plant, send for it from the Superintendent of Documents, Washington, D. C. It costs 10 cents.

Here are some major don'ts, gathered from the people who have done the most thinking about women's war work clothes:

1. Don't wear jewelry.

Even wedding rings should come off, in the interest of safety. Wrist watches, pendant earrings, necklaces, bracelets, and finger rings all present hazards around moving machinery and electrical equipment. Many a finger has been lost because a

ring was caught on a rapidly moving lever and the finger pulled in to be crushed. Besides causing injury to the owner, jewelry may scratch some of the softer metals used in aircraft work, unless great precautions are taken.

2. Don't wear open-toe shoes.

In fact, special toe-protectors are in order for some factory work, especially where there is danger of dropping a rivet gun or heavy stock. High heels are also out, since statistics show great numbers of accidents caused by "catching a heel." Soft slippers, sneakers, or old dress shoes have no place in a factory.

Badly fitted shoes make for fatigue and nerve strain, increasing accidents and cutting down production. War workers should wear correctly fitted shoes, with medium or low heels, and any special toe protection or skid-proof features necessary. Where there is danger of spark explosion, shoes should have sewed soles and wood-pegged heels.

3. Don't show off your curls.

They're lovely to look at, of course, but terribly painful and disfiguring injuries occur when hair is caught in the moving parts of machinery. Caps that merely cover the back of the head, leaving ringlets dangling all around, are useless. A good safety cap is lightweight, with high stiff crown and visor. As the visor or crown touches the machinery, the operator is

warned before she reaches the danger zone. Since the material is stiff, it keeps the hat from being caught in the machinery. The high crown enables the wearer to pile all her hair inside the cap. For general shop work, where there is no danger from moving machinery, a turban or hair net is recommended.

4. Don't wear the wrong kind of gloves.

Maybe your hands don't need to be protected. If they do, be sure you get the right kind of gloves. The wrong kind can be as dangerous as loosely flying hair, around moving machinery. For handling rough, sharp materials, durable cloth or leather gloves are in order. Water-proof gloves will prevent irritating substances from reaching the skin, whereas fabric gloves might become saturated with the poison. When such precaution is necessary, be sure gloves cover wrists and arms.

5. Don't be careless about your eyes.

Where there is danger of flying particles, injurious light rays, or splashing liquids, employers are required to supply goggles. But there are many other occupations, usually not considered dangerous to eyes, where goggles will save workers from injury. For instance, in upholstering and sewing-machine operations, goggles protect workers from flying parts of broken needles. In all cases, goggles should be

lightweight, of approved design and material, fitted to the worker and her job.

6. Don't wear skin-tight clothes.

Tight-fitting clothes cause strain that adds to fatigue. On the other hand, too loose-fitting garments worn around moving machinery invite injury.

For bench assembly work, inspection, and other factory jobs not involving special hazards, a simple, well fitting, short-sleeved dress is appropriate. For machine operations, and in work requiring climbing, overalls, coveralls, slacks and shirts are good.

Is it safe? Is it comfortable? These are questions women should ask when they shop for war-work garments.

One large plant urges its workers to look for these features in their work clothes: Close fitting necks, deep armholes, broad shoulders, backs with extra fullness, tucked-in shirts, no outside jackets, sewed-on belts, nonmetal fastenings, fly-type closings, nonrestricting waistlines, inserted front pockets, reinforced back carrying pockets, tapered trousers, no cuffs.

7. Don't wear nonwashable clothes.

Buy pre-shrunk, color-fast, washable materials. Insist that the garments are properly labeled in this respect. Two or 3 complete outfits, if you can afford them, are a good investment. If you have only

SHE'D HAVE to ride side-saddle, if she wore a skirt. When a woman attaches suspension lines to the harness of a parachute, she likes to straddle the board. That way, she can hold down the harness and get a better grip on the lines. Slacks help the job.



THIS IS what some well-dressed industrial workers wear in the way of hats. Note the high crown, and the peaked bill. When they touch machinery, they warn the operator to duck her head. They save curls and long bobs from getting caught in moving gears.



one work outfit, you'll have to wear it all week, and launder it over the weekend.

An entirely new industry is springing up to meet the clothing demands of women war workers. Foreseeing the need, clothing experts in the Bureau of Home Economics of the U. S. Department of Agriculture, have designed work garments for women, both for farms and for industry. They are described in "Work Clothes for Women," Farmers' Bulletin No. 1905. The Superintendent of Documents, Washington, D. C., sells copies for 5 cents each.

Industrial workers will find the mechanic's suit, jumper-slack suit, and coverall apron especially practical for their jobs. For farm workers, there is a field suit, a protect-all for stormy weather, a coverette for housework and dairy chores, and a coverall apron for similar tasks. Housewives and laboratory workers will like the food-preparation dress, laboratory dress, and surplice house dress.

Many of these designs have been adapted by manufacturers of women's work clothing. Patterns are available from dress pattern companies.

In England, where clothing is rationed, the government has sponsored the development of Utility Models. British women wanted garments that would look attractive and wear well for a long time. So the scientists in the British Bureau of Standards got together with leading dress

designers, and produced Utility Models. These must conform to certain fabric and workmanship specifications, and they are guaranteed to last 3 to 4 years.

We haven't got around to rationing clothing here yet, but it is sound war economy to produce work garments that will wear well, and serve their functions best. Cheaply made or poorly designed clothing means a waste of labor and materials. That's why the War Production Board gives high priority ratings to fabrics for women's war-work garments, as against dress clothes.

To make sure that enough of the best types of fabrics would be available for women's war-work clothes, the War Production Board gave these fabrics the same priority rating that applies to materials for men's work clothing, work gloves, and hospital clothing. This rating is the highest yet granted to materials for civilian use. Only those for military use rate higher.

This year, manufacturers of work clothes get first chance to buy such materials as denims, coverts, seersucker, corduroy, poplin, and twills, because these are among the fabrics that stand up well on the job. Garments made from these fabrics must be labeled to show that they were made for industrial or farm workers, and not for general use.

Styles for women aren't standardized by WPB order, but the number of types of women's work clothes are cut to 7: Overalls, coveralls, work slacks, work shirts or blouses, work jackets, work aprons, and work dresses of wrap-around or coat style.

These 7 types may be made in different styles with certain limitations. Each manufacturer may, during the course of one year, make only 4 models of each type; and only 2 different models of each type at any one time. If, however, he receives orders for models with special safety features, required by government or industry, he may make them in addition to his quota of 4.

Any manufacturer who buys his materials in the open market, not under preference rating, may make any style of garment from it that he thinks will sell. Whatever garment he makes, however, must stay within the limits on width of hems, sleeves, skirt sweep, and so forth, which WPB has prescribed for all women's garments.

Perhaps, though no one in Government is promising, the time may come, after experimentation is over, when women's work clothes will settle into a few standard styles. Men's work clothes have been standardized for years. Today, they are being manufactured according to WPB specifications, even down to the number of pockets and bartacks allowed.

LIFT IT over the top, but wear gloves and apron, to guard your hands and waistline from sharp metal. The girls who assist power press operators in cutting aluminum for aircraft add these accessories to their basic slack suits which should be made for hard wear.



ANY OLD, loose, washable blouse, plus baggy slacks or knickers, make good work outfits for these girls. Their job is to put the finishing touches on rubber boats carried by aircraft, and for this they need to dress for hurdling the wide outer tube.

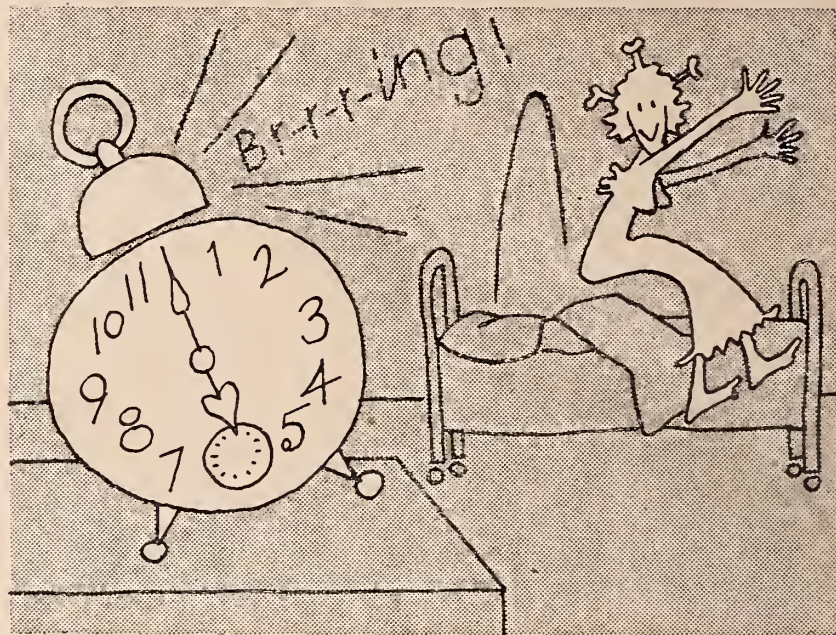


How to live without a can opener

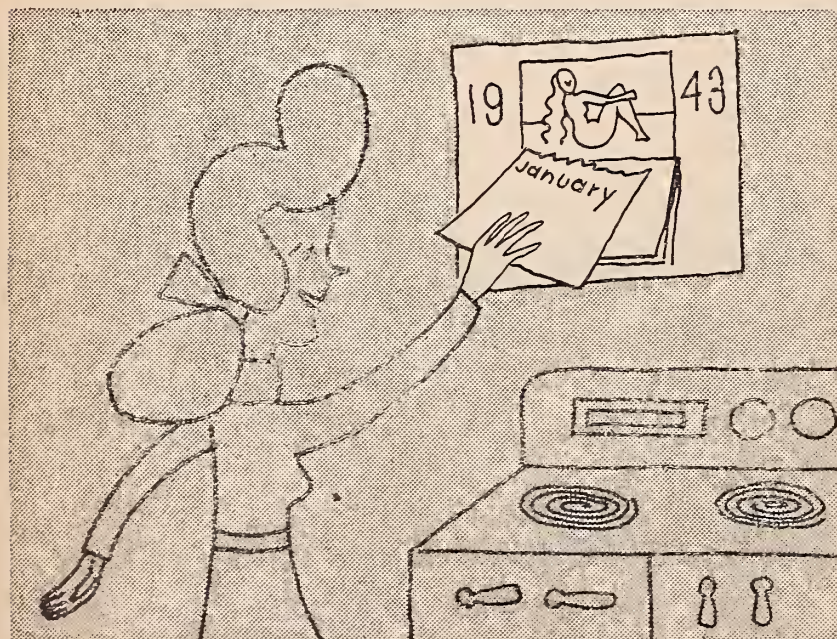
Don't let it get you down. You can live without one, much as you may doubt it, though you'll need more time and ingenuity.



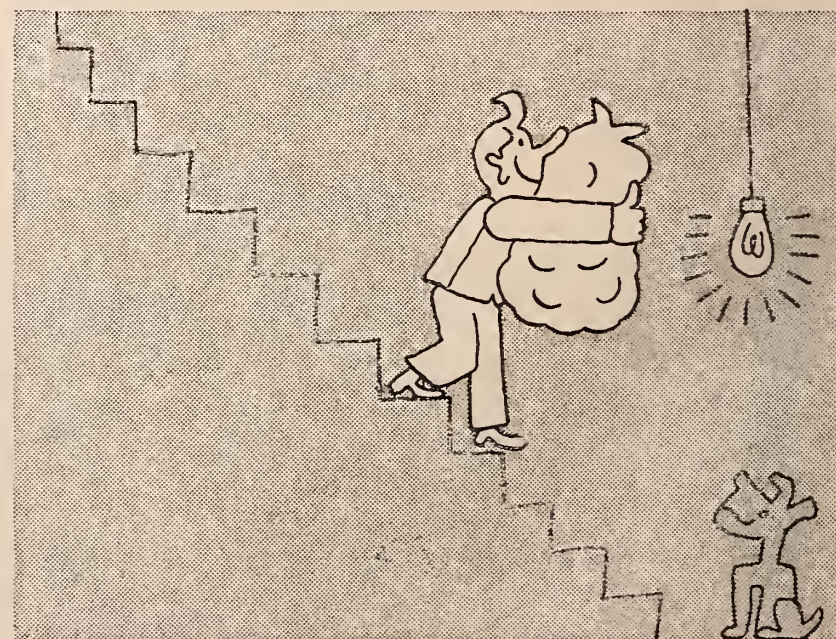
1. BONE UP on all the green groceries that grow. There are probably dozens you never tried before. Do you know the taste of celeriac, for instance, or chard, collards, escarole, kale, kohlrabi, okra, parsnips, rutabagas, or salsify? There's not a vegetable or fruit that grows that can't add something extra in vitamins and minerals to your meals, or break their tedious monotony.



2. SET YOUR ALARM CLOCK earlier in the morning. Go down to the market and look things over for yourself. Get out of that telephone shopping habit. Shop early to get your vegetables and fruits while the bloom's still there. Choose average-sized things; mammoth ones may have less flavor. Don't pass up the cut or bruised ones, but you should pay less for them.



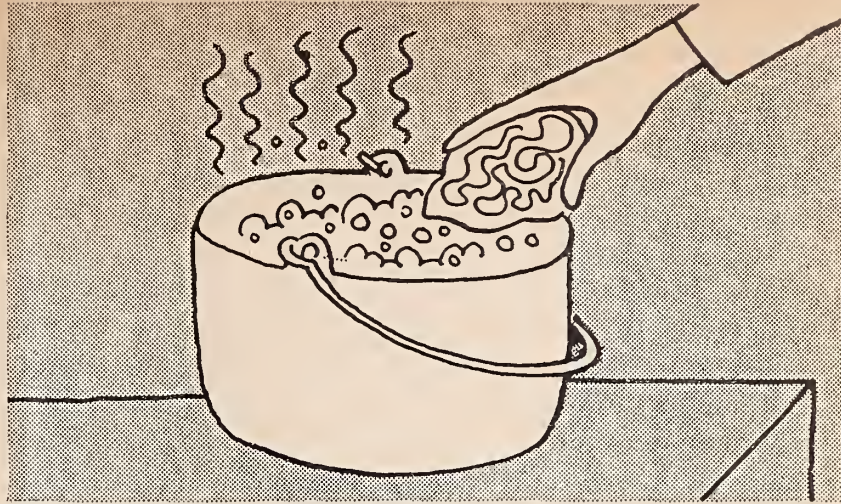
3. LEARN THE SEASONS when each fruit and vegetable is in greatest abundance. That's when it should be cheapest. That's when its flavor should be best. Check your morning newspaper for its food reports. Tune in on your radio for its food news. Keep your meal plans flexible, so you can benefit by the daily bargains you read about, and see for yourself at market.



4. RESPECT THE THINGS you buy. They deserve it. Some of them you should eat right away; others you can store. Some of them should be kept in your refrigerator; others should be stored in the cellar. Some should be kept moist or wrapped; others kept dry. Some can be cooked in the morning, to be eaten at night or tomorrow. Some must be cooked and eaten at once.



5. EAT THEM RAW, whenever and as often as you can. Precious invisible vitamins may steal away in cooking, and you'll never see them go. Heat kills some vitamins outright. So, you're kindest to yourself and your vitamins when you eat vegetables and fruits raw. Did you ever try raw cauliflower, or carrots?



6. COOK THEM QUICKLY, if you cook them at all. Put them in as little water as possible, and be sure the water's boiling when you put them in. Adding salt will help save Vitamin C. Bring the water back to boil quickly. Never add soda. Never overcook. Save and use every ounce of vegetable water and juices.



7. PLAY WITH THEM. Meals you write home about were never thought up on the spur of the moment. They need thinking about and planning, a touch of originality here, an adventurous spirit there. Boiling isn't the only way to cook a fresh fruit or vegetable. Do you ever flavor dull vegetables with spices or herbs?



8. GROW THEM YOURSELF. Every day a vegetable or fruit takes to travel to your kitchen robs it of some of its goodness. Your surest way to get your full measure of flavor and the vitamins and minerals that come in these foods is to grow your own. Give your neighbor a hand with his garden, too, if you have a moment.



9. PRESERVE WHAT YOU CAN'T EAT NOW. Can them, pickle them, brine them, kraut them, dry them, and store them. Your canned goods ration may keep you from buying all the commercially prepared and preserved foods you'd like to have, but there's no ration on the home preserved kind. So get to it!



10. DON'T BOAST YOU DON'T CARE. If you don't care what you eat, you may end up looking as you feel, which may be neither handsome nor healthy. This is no time to go on sick leave. Easiest and most important rule of all is this: Get as great a variety of nourishing foods as you possibly can afford.

Dig for dear life

Get together with your neighbors to grow your own fruits and vegetables during wartime.

IF WE were the gambling kind, here's where we'd put one of our bottom dollars:

This year, if you're smart, you'll be gardening.

Yes, even *you'll* be gardening.

On top of everything else—your longer hours on your regular job, your volunteer work on this and that—you'll garden.

What makes us so cocksure is your own good sense.

You're on a ration, now, for canned, frozen, and dried fruits and vegetables and soups, because supplies of these foods for civilians are short.

If you have been used to buying more of them than your present allowance, you may want more fresh fruits and vegetables.

If you always were a fresh-fruit-and-vegetable fan, and never did go much for

the prepared varieties, you may be wondering whether supplies will go around, now that so many can openers are unemployable.

You have reason to wonder.

More people, thanks to all the fine work the nutritionists have done, now know how important these foods are in keeping eyes, and nerves, and teeth, and blood in good condition.

More people, thanks to war jobs, now have more money to spend on well-balanced meals.

This adds up to a mountainous job for our farmers. They'll come through, all right, with all the fresh stuff they can grow.

But it's going to be tougher than ever, next year, to move fruits and vegetables hither and yon over the country. Trains and

trucks have lots of other urgent jobs to do.

Traveling space is so precious that the U. S. Department of Agriculture is urging farmers to cut down this year on their production of some foods like cauliflower, lettuce, cucumbers, celery, watermelons, and canteloupes, while stepping up their production of carrots, kale, lima and snap beans, sweet corn, onions, cabbage, beets, and tomatoes.

Like every hearty American, you like to feel that the whole country is your pantry, but that's a luxurious feeling to have in these stern days. Your best insurance against having to go without some of your favorite garden stuff is to make a pantry of that backyard of yours, or the vacant lot down the street, or of the idle land at the edge of town.





PROUD of his tall corn, this Victory Garden Community Chairman is also proud of his waistline, slimmed down by digging. He and his neighbors planted vegetables right up to their doorsteps, and the effect is as gay as a flower garden in mid-summer.

JANITORS and residents of these luxurious 20-story apartments in the heart of Chicago's Gold Coast, turned out last summer to plant and tend these Victory Gardens. Fourteen families managed 22,000 square feet of reclaimed land, and made them bloom.

That's insurance, too, for everybody else, as well as for you. The more food each community grows for itself at home, the easier it will be for the country to meet its military needs for fruits and vegetables. The more space will be freed for moving other things on our overcrowded trains and trucks.

That's why you'll be gardening. Makes sense, doesn't it?

British families are digging for dear life, too. Just as your town in peacetime depends on highways and tracks to move in many of the foods you eat, Britain depended on hundreds of lanes for food, only in Britain's case they were sea lanes. Two-thirds of the foods people ate before the war took long distance ocean journeys to get to market.

Today, two-thirds of Britain's food supply is grown at home. Eighteen million acres of land are under cultivation, 6 million more than before the war. These acres are in commercial farming. Besides, almost every other family has its own little plot. British gardens blossom all over the place. Blitzed school yards bring forth cabbages and turnips. Public parks, next door almost to Buckingham Palace, have been ploughed up and planted to foods.

Some gardens are private affairs. Many are "allotments," the name the British give to their community enterprises, where groups of families, helped by their local government, garden together.

Altogether some 1,600,000 allotments, covering 180,000 acres, are producing their

extra vitamins for British meals. Their crops, if weighed together, would tip the scales at 600,000 tons—a huge heap of food to add to a Nation's wartime larder.

Plots in or on the outskirts of town are small, measuring as a rule about 30 by 90 feet. In the country, they are larger, sometimes four times as big. The Government figures one really efficient person, working 3 to 4 hours a week on the average allotment, getting a little help now and then from other members of the family, can produce well over a hundred dollars' worth of food in a year.

In a country where most other foods are rationed because they are scarce, it isn't the money value of the home-grown foods that's so dazzling. It's the extra food values they bring.

Fresh fruits and vegetables aren't rationed in England. They probably won't be here either. When goods aren't rationed, it's the early bird to market who gets what's scarce.

"Better to come out in the sunshine and hoe potatoes," say British gardeners, "than wait in queue for them for hours, and then find the store all sold out."

The British take their gardening seriously. Seed and tools are too scarce to play with. They don't trust to beginner's luck in planting. They get together on a community basis.

This is how. Gardeners in one neighborhood form a local society. These local societies tie in with a central federation, which works closely with the city gov-

ernment. These city organizations, in turn, are members of a National Allotments Society which works closely with the Minister of Agriculture.

City governments, aided by funds from the national government, often rent land from its owners and make it available to people who have no land to work. Most allotment gardeners pay rent for their plots.

Local societies plan the gardens. They buy and distribute seed and fertilizers (which are rationed). They buy garden tools in quantity, and arrange for the co-operative use of them. They draw up suitable cropping plans, varying them according to soil, size of plot, and size of family. They make arrangements with local farmers for supplies of manure.

Most important of all, they provide advice. In one community, a "brain trust" is on hand in town every Sunday morning, to answer gardeners' questions for an hour. Afterwards, the experts will go out to look over the plots, and give advice or demonstrations.

At harvest time, the locals provide instruction in canning, bottling, and other methods of preservation. Nothing is ever allowed to rot. Surplus fruits and vegetables are collected and sent to hospitals and to the Navy. At Chester, a novel scheme was worked out. Every Friday evening, a boy or girl was posted at the allotment gates to gather any surplus. A van collected the produce, which was then taken to Chester's city market



OUT in Chicago's suburbs, young and old dug in for Victory last summer. Over 100 families shared this plot of ground, 239,580 square feet in area, and one of the largest within the city limits. These folks aren't taking chances on their vitamin supplies.

and sold next day to aid the city's "Spit-fire Fund."

Women in the locals collect surplus fruit and vegetables for jam-making and canning. Their slogan is: "Make your neighborhood self-supporting with vegetables throughout the year."

In normal times, allotment holders grow enough vegetables to supply their needs for about 9 months of the year. They tend to grow too many summer crops, with the result that sometimes they have surpluses in summer, and shortages in winter. Now the government and the allotment societies are trying to help gardeners plan so they will get a year-round supply of fresh things. That means giving more space to winter greens, such as kale, broccoli and cabbage. Onions, shallots, and leeks can no longer be im-

ported, so they, too, must have more room.

Most allotments are within walking distance from the homes of the people who tend them. Many factory workers dig in allotments near the plant, during their lunch hours. They take great pride in their gardens. Seldom is one allowed to go to weeds. Someone else usually picks it up and keeps it going, or it is taken away and given to another person.

Of course, no one has to look 3 thousand miles away to learn what a good gardener looks like. We have exhibit A right in our own country. One difference between here and there is that there seem to be more gardeners in England to the square mile. At least that's been true up till now.

Victory gardeners last year rang up a

fine score. As near as anyone can tell, there were 10 million gardens in cities and suburbs, and 5 million gardens on farms.

One State, Ohio, reported 51,000 school gardens, 220,000 farm gardens, 286,000 private Victory gardens.

Laurens County, S. C., planted 5 acres to vegetables. From these acres, besides fresh produce, they were able to can 3,000 quarts of tomatoes, tomato juice, soup mixture, green beans, and kraut. They planted 2 acres of potatoes and corn, and gathered for storage nearly 70 bushels of potatoes. The corn yielded enough to supply meal and grits to feed the county's school children throughout the school year. Large amounts of dried peas and beans were stored for school lunches.

First prize for the best Victory garden in Cass County, Minn., last year went to a 70-year-old father and a 60-year-old mother who made one acre yield not only enough fresh fruits and vegetables for summer use, but 967 quarts of canned stuff, and 3,000 pounds of root vegetables for storage.

Chicago went to town on Victory gardens last year, urged on by its Office of Civilian Defense. The whole city was divided into districts, and each district into communities. Helping them all were city-wide committees on garden planning, demonstration gardens, kinds of vegetables and fruits to grow, neighborhood organizations, community gardens, garden lectures, school participation, promotion, food preservation.

The record of 1942 achievements is long. These are only few samples. This year's list will be longer. That is, if we're not betting wrong on you and you and you.

How about it?

Did anyone ever tell you that it takes just about an hour's work a day to handle a garden 50 by 100 feet? Of course, some days you'll need to put in more than that time; other days you won't have to work at all. Averaged out over the season, gardening time shouldn't take much over an hour a day. That's not such a high price to pay for all the extra foods you can get and give away, is it?

Just to get an idea of all the different vegetables your garden could yield, turn back to your March 1, 1942, *Consumers' Guide*. If you don't have a copy of that issue, won't you let us send you one? There's no charge.

School lunches must go on

It's up to each State and community to see that kids are kept husky and healthy, whatever happens.

"IF I had some ham," said the well-known Ham-and-Egg gentleman, "I'd have some ham'n eggs, if I had some eggs."

And his logic isn't so unique at that.

Check yourself.

If you knew any hungry school kids, you'd give them a hot school lunch, if you had the lunch.

Maybe that's not the way you talk, but you probably know some people who do that kind of merry-go-round thinking.

Food and the preparing of food are to hot school lunches what ham and eggs are to a breakfast symphony, only a lot more vital.

Right now thousands of communities that have depended on WPA help to run their school lunch programs are going to have to decide whether their kids are the ones who will suffer when WPA stops its help.

WPA is being liquidated. That means that cooks, helpers, and supervisors who were on WPA payrolls won't be there any more to prepare and serve meals that were the mainstays of many a small body.

About one-third of the school lunches served throughout the country and our territories were serviced by WPA. By February, that help will be withdrawn in 20 States. It will disappear in other States in March and April. Because Southern communities need the help the most, WPA school lunch programs there will probably not fold up until May.

WPA labor was used in some 30,000 of these programs, serving 2½ million children. WPA labor helped in 16,000 garden and food preservation programs, operated in connection with school lunches. This help stops, too. Altogether it means 60,000 workers who must find new bosses, if they are to stay on the job of helping the kids to eat.

That's not so good right now, when school lunches are needed more than ever before. Stands to reason that kids have to eat, WPA or no WPA. Feeding them is as much a war job as making guns. If more mothers are in factories, producing

ammunition, they can't look after their children, too, especially at noon. Somebody has to see that the youngsters get a good lunch.

Wherever there is a direct war connection, the Federal Works Administration is prepared to help. FWA can finance equipment and personnel, but it cannot provide

funds for food. The FWA can help only where there is community initiative and community support. In any case, the help FWA can give is not going to save all the school lunch programs. Many of them will have to depend entirely on local effort. And unless there is prompt and effective action, a great many youngsters

THAT'S SUSIE'S MOTHER ladling out soup. Now that everyone is working to win the war, some mothers volunteer as cooks for school lunches programs. Each mother puts in a day a term for each child she has in school. That way they don't need hired help.



are going to be without their school lunches.

Many kids have been depending on that noon meal for their chief supply of nourishment. They come from large families, with small incomes, and the cupboard at home is often bare. Even the war boom hasn't put much butter in the ice box. Food shortages and rising prices have seen to that, along with the fact that the family income hasn't increased much.

So it looks as though it's up to the schools to feed the kids as well as teach 'em. That's what has happened in Great Britain, where twice as many school "dinners" are served now as before the war. Yet Britain has greater shortages of food and labor than we face in this country.

Here's our problem. You may have heard about the high wages being paid in war plants. Well, cooks and helpers who used to work on school lunch projects have heard about them, too.

Loss of WPA aid might cut out millions of meals in thousands of schools. The Federal Government has been paying the wages of these WPA workers. Local communities will have to find new ways of financing the program, or look for volunteers, or let the children go hungry.

As for volunteers, many schools report that they are getting scarce, because of the gasoline shortage, and because there are fewer people around with spare time on their hands.

Even those places that are managing to hold on to school lunch personnel, are facing problems. WPA provided trained supervisors to direct the work of cooks and helpers on the projects. The volunteers who are taking the places of experienced workers, obviously need more supervision. But the supervisors will be gone, with the passing of WPA.

Who is to foot the bill is another hurdle that many communities won't be able to jump easily. With prices of food and labor going up, and transportation more difficult, the cost of running a school lunch project is going up, too. Charging the kids more for their lunch is no solution. Most WPA school lunch projects are located in neighborhoods where people don't have much money.

In many cases, there isn't any provision for those lunches in the local school's budget, either. It takes time to get budgets approved, and it takes public opinion to get them to include funds for

school lunches. Maybe States will come forward with money for school lunches, now that WPA is ending. But even if the States do provide funds, it will take time to appropriate them. Some States will first have to pass a law to be able to support school lunches. Some will even have to repeal statutes now forbidding the use of State funds for feeding kids in school. All this will take time, though the children get hungry every day at noon.

As if school lunch projects didn't have troubles enough with labor and money shortages, there are food and transportation problems to add to their woes. Some communities are having trouble getting the usual amounts of milk and other important foods for school lunches. They are relying more and more on food produced in school gardens and canned in school canning projects. Yet these projects were, for the most part, managed and operated with WPA help. That will soon be gone. Transportation restrictions are interfering with the regular delivery of many foods, including those from the Food Distribution Administration. Gasoline and tire rationing cut down the help volunteers can give.

It all adds up to one answer, and that's a question: What are *you* going to do about feeding school kids in your community?

For one thing, it's smart to remember that people started school lunch programs before there was a WPA. Before WPA cooks took over, mothers in a Parent-Teacher Association did the cooking and serving of 100 meals in the Terrace Union School, in San Bernardino County, Calif. Kids who could afford to, paid 5 cents a meal; kids without nickels, ate free.

Farmers in another California county invited PTA members to pick fruits and vegetables for canning and for use this winter in the school lunch program. Fathers, mothers, teachers and kids turned out to gather the harvest.

The school board in Phoenix, Ariz., hires a man and his wife to run the cafeteria for the Isaac School. Eight senior girls do the serving, in exchange for their meals. The home economics teachers plan the menus.

Some 1,500 volunteers regularly work on the school lunch project in Tennessee. The sponsors of it believe in capital equipment, too, and they have spent large sums of money for equipment to produce and preserve foods. One town bought a 25-acre farm for a permanent school garden, and built a large steam cannery on it, to preserve the produce.

Utah is solving the school lunch problem



SHE'S YOUNG, but she knows how to feed hungry children. Fixing lunch, serving it, and washing up afterwards are cooperative student projects in this school, each child taking turns at it. It's good training, and the hot, body-building meals are good, too.

on a State-wide basis through its PTA associations. They have taken full responsibility for providing volunteers to carry on the program in all schools where WPA help has been withdrawn. The plan calls for every mother to work a minimum of one day during the school year for each child she has in school.

If a mother can't come to work, she can make her contribution either in farm produce or cash. Substitute workers on a pay basis take the places of these mothers when volunteers fail to report.

Many school boards are hiring supervisors and workers, formerly employed by WPA, to carry on with their jobs. Sometimes several schools team up, paying jointly for this supervision, and for a centralizing trucking service to deliver FDA foods.

It isn't as if we were starting from scratch on these school lunch programs. The spade work has been done. We have much more now to work with than we had 5 or 6 years ago.

First, and most important of all, there's food. An impressive number of commodities are earmarked for use in community school lunch programs by the Food Distribution Administration of the United States Department of Agriculture. Also, many schools have supplies on hand from last season's gardening and canning projects.

Equipment is the second important item. Some schools own the necessary equipment for preparing and serving school lunches. But here's an important thing to remember: In many cases WPA owns the equipment. It has established hundreds of canning centers, bakeries, and central kitchens for preparing foods.

State representatives of Federal agencies such as the Food Distribution Administration, Rural Electrification Administration, and Farm Security Administration would do well to contact the WPA State Administrator to find out what equipment is available for transfer.

Technical and administrative help are a third big factor in carrying on with school lunches. Many new agencies have been set up to assist local groups, and to take the place of some of the agencies that are being discontinued. Here's a list of them:

The Office of Civilian Defense will help you mobilize volunteers and plan a train-

ing program for them with its nutrition committees.

The American Red Cross offers a canteen course for training volunteers in community group-feeding projects.

The Office of Defense Health and Welfare Services has 11 regional representatives working with nutrition committees in every State. These committees are ready to help and promote school lunch programs.

The Food Distribution Administration now has nutrition advisors in its Washington office and in three regional offices. These nutritionists and regional representatives will help States and communities set up school lunch programs and procure food and milk to carry them on. Get a copy of "Community School Lunches" and "More Milk for More Children" from your regional FDA office. These pamphlets will help you understand the school lunch and school milk programs.

The Office of Education through its publications and through its field staff gives help to States on ways to make the school lunch part of the educational program. The Rural War Production training classes in food production, consumption, and processing, tie in with the school lunch program.

Handbooks and technical material on school lunch operation and large-quantity recipe material are available from agencies listed in "School Lunches and Education," Vocational Education Leaflet 7, Superintendent of Documents, Washington, D. C. Send for a copy; it's 5 cents. Also, gather up all the workbooks and recipes accumulated by WPA projects; they belong to the school in which they are being used.

Round up public interest and support—it's the most important asset you can have. Many leading citizens will help, either as individuals or through organizations. Some of the groups most active in supporting school lunches are: Parent-teacher associations, service clubs, health councils, and women's clubs.

The Cooperating Committee on School Lunches, made up of representatives of many Government agencies, the Red Cross, and the National Congress of Parents and Teachers, has been studying the problems confronting school lunch programs. This committee has drawn up a list of 6 steps to be taken on a State-wide basis, to assure the kids a school lunch.

State nutrition committees should take the leadership in carrying out these steps, but they will need the assistance of local committees.

1. Find out the present status of school lunch programs from: WPA administrators, who will know where projects are being ended because no help is available; FDA representatives, who can report on foodstuffs available now and in the future; State officials of the Procurement Division of the U. S. Treasury, who can tell you how to manage the transferring of WPA equipment to the schools.

2. Consider the appointment of one or more trained supervisors of school lunches to the staff of the State Department of Education. They can help local authorities set up or continue lunch projects.

3. Recruit volunteers for school lunches, school lunch gardens, and school canning projects. Arrange to have a course of training for them, as well as trained supervisors on the job. Look for volunteers in local defense councils, college home economics departments, High School Victory Corps.

4. Interest teachers in extension and summer courses in the managerial aspects of school lunches, school gardens, and food conservation for school lunches.

5. Look into statutes in your State, and see if school funds can be used for school lunches. If they can't, get busy introducing new bills into legislative sessions that will convene in most States early this year. Since school lunches are a war measure, it may be possible to draw on the Governor's emergency fund to keep lunches in operation, till legislation is passed.

6. See if you can't get the local school district officials to plan their budgets with school lunches in mind. Many communities will support them locally, without State or Federal help, if the problem is properly presented. But State or Federal aid should be sought if a permanent school lunch program is to be assured.

Illustrations in this issue:

Cover—U. S. Navy; P. 2, U. S. Army Signal Corps; P. 3, (top) Three Lions, (bottom) U. S. Navy; P. 4, Farm Security Administration, Office of War Information; Pp. 5, 6, 7, U. S. Department of Labor; Pp. 8 & 9, cartoons by Ted Jung; Pp. 10, 11, 12, Civilian Defense, Chicago; P. 13, USDA Information; P. 14, Agricultural Marketing Administration, Farm Security Administration.

In this issue

FEBRUARY 1943

VOLUME IX, NUMBER 3

We share food	2
Dressed up fit to work	6
How to live without a can opener	8
Dig for dear life	10
School lunches must go on	13

Consumers' guide

A publication of the Department of Agriculture, Washington, D. C. Issued monthly.

Consumers' Service Section; Editorial assistant, Anne Carter; Contributing writer: Gladys Solomon; Photographic and art work, Ted Jung.

CONSUMERS' GUIDE is printed with the approval of the Bureau of the Budget as required by Rule 42 of the Joint Committee on Printing. Official free distribution, 140,000 copies per issue. Additional copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., 5 cents a copy, or by subscription, 50 cents a year, domestic; 70 cents a year, foreign. Postage stamps will not be accepted in payment.

Listen to Consumer Time

NBC Saturdays. 12:15 P. M., E. W. T.

Consumer Time is produced by the Food Distribution Administration, Department of Agriculture, and is presented in co-operation with United States Government agencies working for consumers.

CG News letter

A Wartime Supplement to

Consumers' Guide

February 1943

Rounding up reports from U. S. Government agencies between December 15 and January 15

THE PRESIDENT ASKS FOR 109 BILLION DOLLARS

Presidential budget messages aren't just a bookkeeper's dream.

They are road maps, drafted by the Nation's map-maker-in-chief, for the people and their representatives to use or not, as they choose.

The President's January 6, 1943, message to the Congress called for a 109 billion dollar budget for the year starting next July 1. It also pointed a finger to some of the routes to victory.

Here are some of the signposts for consumers:

"... consumers' goods and services will have to be produced in an amount adequate to maintain the health and productivity of the civilian population."

"In spite of a 100-billion-dollar war program, civilians can be supplied with an average of about \$500 worth of goods and services during the next year. This implies an average reduction of almost 25 percent in civilian consumption below the record level of the calendar year 1941. Even then most of us will be better fed, better clothed, and better housed than other peoples in the world. Do not let us assume from that statement, however, that there is no need for greater improvement in the living conditions of a large segment of our population."

"It is the responsibility of Government to plan for more production of essential civilian goods and less of nonessential goods."

"Production and distribution of goods should be simplified and standardized; unnecessary costs and frills should be eliminated."

"In order to distribute the scarce necessities of life equitably we are rationing some commodities. By rationing we restrict

consumption, but only to assure to each civilian his share of basic commodities."

"The essentials for civilian life also include a good standard of health and medical service, education, and care of children in wartime as well as in peace."

"We must assure each citizen the necessities of life at prices which he can pay. Otherwise, rising prices will lift many goods beyond his reach just as surely as if those goods did not exist."

"The food stamp plan, which is a major item of the current (food) program, will be discontinued shortly. Although other items, such as school lunch and school milk projects and the direct distribution of surplus commodities are somewhat expanded, there will be an over-all reduction of about 30 million dollars."

"Freedom from want for everybody, everywhere, is no longer a Utopian dream."

"I believe that we should strive to collect not less than 16 billion dollars of additional funds by taxation, savings, or both, during the fiscal year 1944."

"On the basis of present legislation, we expect to meet 34 percent of total estimated Federal expenditures by current receipts during the fiscal year 1944. If the objective proposed in this message is adopted, we shall meet approximately 50 percent of expenditures during the fiscal year 1944."

"I cannot ask the Congress to impose the necessarily heavy financial burdens on the lower and middle incomes unless the taxes on higher and very large incomes are made fully effective."

SOMETHING OLD, SOMETHING NEW—IN BREAD

Some likes it thin, some likes it thick, and now, bless you, there isn't a mother's son who can't cut his bread to suit himself.

Cutting out all sliced bread and rolls

from stores is just one of the changes in bread marketing laid down by Food Distribution Order No. 1, issued by Food Administrator Wickard.

No more double or triple wrapping allowed for bread or rolls. (Un sliced bread doesn't need heavy wrapping.) Single wrapping can be used, and you still have a right to it, if you want it or if your local laws require it.

No more leftover bread or rolls can be returned to the baker. (Maybe you didn't know, but buyers of day-fresh bread had to pay for the losses on returned bread. Much returned bread used to go to animals or was wasted nutritionally.) If you prefer day-old or stale bread, tell your grocer to save you some. It should sell for less than new-baked bread.

No more new fancy racks for displaying bread. After all, wartime consumers don't want peacetime folderols.

No more overloading of varieties of bread. Retail bakers are "limited" to 15 varieties of bread, 9 varieties of rolls, in any 1 week. This doesn't apply to cinnamon rolls, buns, doughnuts, butterfly rolls, cakes, pies, or cookies. Any hardship in that?

No more secrecy about books and records of bakers. Not only must they be kept in good order, but all records must be open to inspection by the Government.

Behind this order is the urgent need to cut down on marketing costs. Wheat prices, despite abundant supplies, have gone up. Flour ceiling prices were raised on January 4. Rather than raise bread prices, these economy measures are being tried.

While the outside wrappings of bread are ordered stripped down, the insides of bread are ordered stepped up.

"All white bread," says the order, "shall be enriched." That is, it must contain certain amounts of minerals and vitamins. (Ordinary white bread has precious little of either in it; whole wheat bread has the most.)

Then, too, each loaf of white bread shall contain not less than 3 parts nor more than 4 of milk solids to 100 parts of flour.

Some breads have had as much as 6 parts of milk solids. Many have as little as 1 to 2 parts. The new order sets minimum and maximum standards to which all breads must conform.

FOOD STAMPS ARE A WAR CASUALTY

Come March 1, 1943, the Food Stamp program stops. This program, inaugurated by the USDA in 1939, added about 50 percent to the food purchasing power of families dependent on relief. Before stamps were made available, many were trying to get along on as little as a nickel a meal a person.

At its peak, in 1941, food stamps helped 4,000,000 people to eat a little better, and helped farmers get rid of low-priced or "surplus" food products. About half that number of clients were on the lists when the announcement was made.

"Most food surpluses disappeared some-time ago," Secretary Wickard stated, in explaining the termination of the program. ". . . the program is now reaching less than half of those reached at the peak. Virtually all of these are unemployable; the aged, the physically incapacitated, and the under-privileged children. These persons must be adequately care for through public welfare grants. . .

"Some direct distribution of commodities purchased by the Department to public assistance families will continue to be necessary. Certain commodities may still reach peak production at a time which will tend to react unfavorably on markets temporarily or geographically. The Department will continue to meet these local and temporary situations by direct purchase and distribution aimed at stabilization of markets, as directed by Congress. . .

"Programs, such as the school lunch, will receive appropriate recognition in connection with the Government's supervision of wartime food distribution."

CAN MILK DELIVERY COSTS BE CUT?

On January 4, milk companies in New York, Chicago, and Duluth were permitted to raise certain prices for bottled milk which had been kept down, since last September, by subsidies paid by the USDA.

Subsidies to these markets were stopped on December 31 by order of the Stabilization Director who instructed the USDA "to work out a program to effect such economies in milk distribution in those areas as may be necessary to cancel the price increases by April 1."

USDA now has the job of finding where and how economies can be made.

EGG GRADES GET THE ALPHABET

Now you can forget those difficult names you've been seeing on U. S. Government graded eggs, and learn the easier letter grades which have been tentatively adopted by the USDA.

From top to bottom, graded eggs will show "U. S. Consumer Grade AA," "U. S. Consumer Grade A," "U. S. Consumer Grade B," "U. S. Consumer Grade C."

"A," as you well know, is the first letter of the alphabet, but the second grade in eggs. It's probably the top grade you'll find in your stores, however. Very few "AA" eggs come to market. Besides, they're the kind you give to invalids, if you can afford the price.

Watch for egg weights, too, because they make a difference in the amount of egg you get.

"Jumbo" size must weigh at least 28 ounces per dozen; "Extra Large," 26 ounces; "Large," 24 ounces; "Medium," 21 ounces; "Small," 18 ounces.

If your store doesn't carry U. S. Government graded eggs, ask your grocer to ask his wholesaler to ask for the grading service.

THAT GOES FOR TURKEY GRADES, TOO

Like egg grades, those for turkeys have been made easy. Hereafter, when you find U. S. Government graded turkeys, they'll be labeled: "U. S. Grade AA," "U. S. Grade A," "U. S. Grade B," and "U. S. Grade C."

"PLEASURE DRIVING" IS OUT

"There simply isn't enough fuel oil or gasoline to go around."

That was OPA's news to users of both in the 17 Eastern States and the District of Columbia on January 6.

Next day OPA clamped down on all "pleasure driving." Cut out every mile of it, OPA asked. Each gallon of gas shipped into Eastern areas competes with each gallon of fuel oil. In winter, heating is more urgent than hieing hither and yon.

Whether you are an A, B, or C cardholder,

in the East, OPA rules you must not use your car to carry you extra miles to the movies, your club, Aunt Susie, or to show the town to a visiting soldier lad.

OPA has attempted to spell out the economies in driving that are needed. Space is too short to repeat them. Anyway, you know when you're wasting gas. Or don't you? Then be sure to ask your local War Price and Rationing Board.

IDLE TIRES ROLL BACK TO USE

Consumers with rationing certificates have a chance now to apply to tire dealers for those extra tires turned in when people registered for gasoline.

Some 10 million tires, of good, bad, and indifferent quality, went into the Government's stock pile. About half have been found to be unusable, except as scrap. Many others, needing repairs, are being put in the best possible shape for redistribution. Starting January 20, usable tires are being routed back to tire dealers where they can be purchased—but only by holders of certificates.

Your local War Price and Rationing Board will tell you whether you are entitled to a certificate.

NEW DEAD LINES FOR TIRE INSPECTION

Last month, January 31 was the dead line for everybody's first tire inspection. Now the date has been extended.

"A" mileage ration motorists have until March 31 to complete their first inspection, and don't need to have another one for 6 months.

"B" and "C" drivers have until February 28 for their first. Next inspection for "B" drivers will come 4 months later, for "C" 3 months later.

Remember: No gas or tires can be sold to motorists who fail to meet their tire inspection deadlines.

CG News Letter

February 1943

Published by the Department of Agriculture in cooperation with the Office of War Information, Washington, D. C.
Prepared by Food Distribution Administration

RENT CONTROL ROLLS UP A RECORD

OPA's Rent Division, making public its first detailed report, finds rent control really works, thanks in large measure to help from local people.

During August, September, and October, rent control covered 191 defense areas. Only 8 percent of all properties registered charged rents other than the freeze date rent. Most of these differences were due to property improvements.

During October, 60,000 landlords petitioned for rent changes. Twenty percent of the petitions were granted; 80 percent, turned down.

"I want to point out," says the Deputy Administrator in charge of rents, "that the operating position of landlords is at least as favorable under rent control as it was in the pre-war years, and in many cases it is more favorable."

Wage earners' rents in 34 large cities in May 1942 stood 5.5 points above pre-war. By September they stood only 3.6 points higher than pre-war.

Since October, rent control has spread to 356 areas, covering more than 76 million people.

POINT RATIONING MAY START ABOUT MARCH 1

That's when OPA hopes everybody will have the new War Ration Book II. Your newspaper will tell you when to sign up.

Meantime, are you making sure your larder isn't overstocked with canned fruits and vegetables and soups? Because you'll be asked to declare all but a modest minimum when you sign up. Stamps for the excess will be removed from your new book.

When you get your book and learn the point values of each kind of food, there are 2 wise rules to act on: (1) use high-point stamps first; (2) shop early in the day, and early in the week, to help your grocer.

This and that

● No more happy birthday messages to Johnny (unless he's in the Armed Forces), and no more sending telegraph boys on errands. "Domestic felicitation" messages are taboo, and so are "nontelegraphic services" by the telegraph industry.

● Bowlers, billiard, and pool players now have price ceilings to protect them. Next time you go to play, look for them, and refuse to pay more.

● Well, even false bottoms, ends, or sides, padded tops, or other false work have been banned by WPB from cardboard boxes. But watch out. The order also says boxes holding more than 23 envelopes and sheets of note paper "may be made with false work up to one-fourth the volume of the box."

● Did you know there are some 12 different sizes of tea balls on the market? WPB now orders the number cut to 2. Tea packers may pack only 200, or 250, balls to the pound.

● Be sure to ask your boarding-house keeper, if you have one, to return to you War Ration Book I, before you go to apply for Book II. You'll need it.

● First, get all possible food value from fats, then turn in what waste fat you can't use to your grocer. He should pay you for waste fat at the rate of 3 to 5 cents a pound.

● You've probably never tested it, but Tushonka is a favorite with Russian soldiers, so the FDA has bought 3,000,000 pounds of it to ship abroad. Tushonka is a highly spiced pork concoction.

● Average family food bills went up another 1.2 percent between mid-November and mid-December, almost all the increase coming in uncontrolled prices of fresh fruits and vegetables. City workers' food bills at the end of the year stood 42 percent above the pre-war level.

● More oleomargarine will come to market this year than last. WPA has agreed that 180 percent of 1940 and 1941 production can be made in 1943, compared with 110 percent last year.

CONSUMER CALENDAR

- Feb. 1.—Sugar ration stamp No. 11 good for 3 pounds until March 15.
Feb. 7.—Coffee ration stamp No. 28 expires.
Feb. 8.—Watch your newspapers for new coffee ration value.
Feb. 28.—Final date for first tire inspection for holders of B and C cards and bulk coupons for fleets.
All Feb.—Gas ration coupons A4 good for 4 gallons, except in 17 Eastern States and District of Columbia where they are good for 3 gallons.

Fuel Oil:	Coupon No. 3 good until—	Coupon No. 4 good from—
Zone A.....	Feb. 22	Feb. 9
Zone B.....	Feb. 20	Feb. 7
Zone C.....	Feb. 16	Feb. 3
Zone D.....	Feb. 19	Feb. 6

1.94
Ad 422C
cop. 4

Consumers' guide

March 1943



We share food

Canada enlists her women shoppers

Volunteer Army of housewives works with Canada's Wartime Prices and Trade Board to keep the cost of living stable

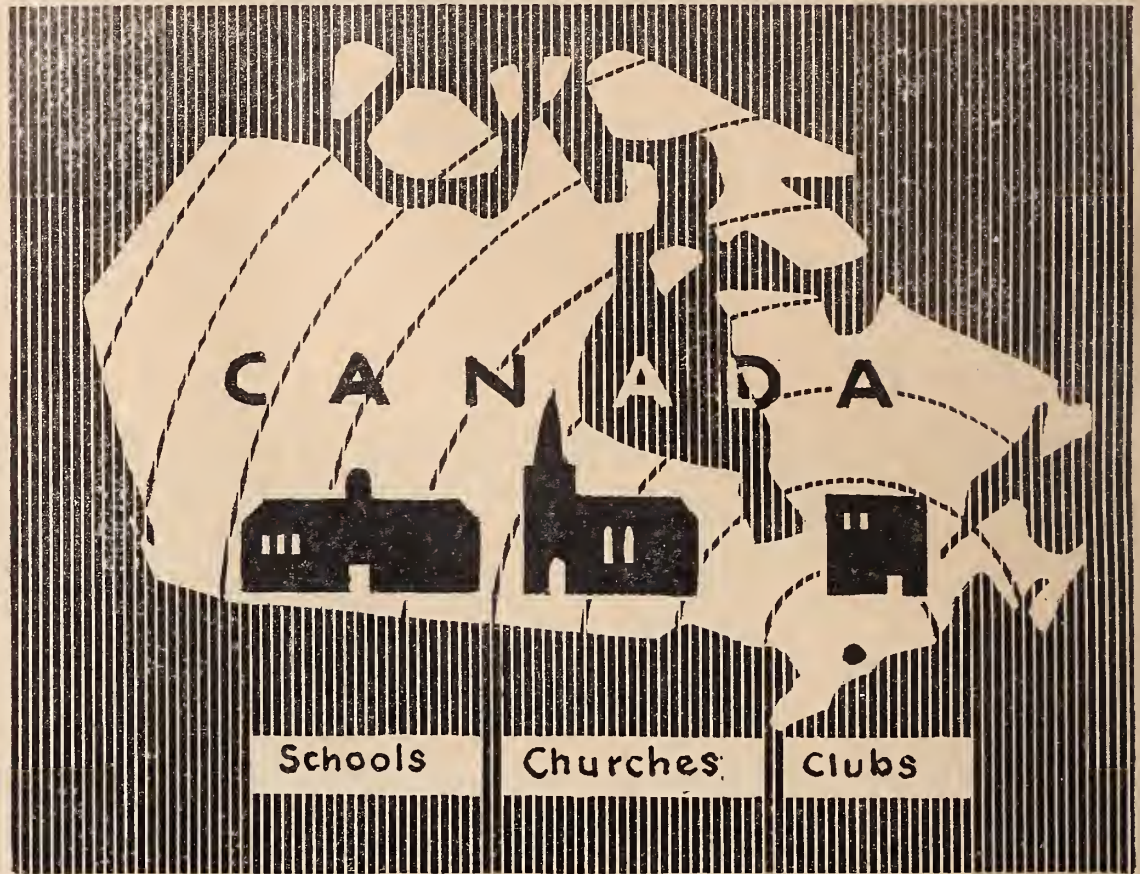
THREE MILLION women each watching her country's interests in her own household, can be a pretty tremendous force in keeping the cost of living stable and in making supplies go as far as possible and last as long as possible. Three million women waging war against inflation and against waste of material resources can be a powerful weapon for protecting the home front and pushing all possible human and material reinforcements to the firing line.

That is what is well on the way to happening in Canada, where the nation's shoppers are realizing more and more the part they as individuals can play in guarding their country's wartime economy and supplies.

Just how Canada's three million women were put to work holding down prices and keeping the cost of living from ballooning away . . . just how they came to have a new job of housekeeping for the nation, is a unique story. The story is important because it shows how democracy can mobilize good will, intelligence, skill, and woman power to the advantage of a whole nation without regimenting people or putting them in chains.

This is how Canada's women were enlisted as the housekeepers for the nation. On December 1, 1941, the Canadian Government clamped down a price ceiling on all retail goods and services. To stem off a runaway in wartime prices, the Government forbade storekeepers to charge more for goods and services than the highest price they had charged during the four weeks from September 15 to October 11 of the same year. (A few exceptions were allowed, e. g., fresh fruits and vegetables, where slightly higher prices were allowed during seasons of the year when these things were scarce.)

Take Flossie's Beauty Parlor, for example. From September 15 to October 11, Flossie had charged 50 cents for a finger wave. In November she had raised her price to 60 cents. But after December 1, she could charge no more than 50 cents.



THROUGH school, church, club, the facts were told to all the women of Canada.

At another beauty salon where a finger wave cost \$1.00 during the "basic" period, the ceiling price was \$1.00.

Or take two grocery stores, one in a well-to-do neighborhood where the customers ordered their foodstuffs by 'phone, had them charged and delivered. The prices of groceries in this store were high compared with the prices in a cash-and-carry store in a part of the city where competition was keen. The highest price charged in the charge-and-deliver shop for a can of Grade A tomatoes during the basic period was 19 cents. The same in the cash-and-carry store was 14 cents. The ceiling price in the charge-and-deliver emporium became 19 cents while in the cash-and-carry shop it was 14 cents.

The responsibility for seeing that the Maximum Prices Regulations were maintained, was placed both on the retailer and the consumer.

That was where the Canadian women entered the picture. Said Donald Gordon, chairman of the Wartime Prices and Trade Board, which had been entrusted by the Government with controlling prices and ensuring civilian supplies: "The women of this country make from 80 to 85 per cent of all purchases of retail goods and services—food, clothing, rent, fuel, household equipment, electricity, telephone, etc. They are the nation's shoppers. As such, they can be a powerful factor in maintaining the price ceiling."

At his invitation, representatives of 18 national women's organizations met in Ottawa on December 15, 1941, just a couple of weeks after Canada had adopted price control. Came representatives from the National Council of Women, the Federation of Women's Institutes, the Imperial Order of the Daughters of the Empire, the Canadian Federation of Home

and School Associations, the Junior League, Business and Professional Women's clubs, church groups, University Women's clubs, and other women's organizations operating throughout the Dominion. Here home, church, school, city, and country were represented on a national basis.

Because the cost of living was a matter which intimately concerned their home life, they were acutely aware of the stake they held in the successful maintenance of price control. They knew what runaway prices would do to their savings accounts, insurance policies, and pensions. They knew that with so many people with lots more money to spend as the result of increased employment and industry, and with decreasing civilian goods to go around, prices must simply go up unless steps were taken to stop them. They remembered that in 1920 it cost a working man in Great Britain two-and-a-half times as much to live as it did in 1914; that in the United States in 1920 it cost a working man a little more than twice as much as it did in 1914, and in Canada it cost him a little less than twice as much.

They realized that steady prices, with no sharp increases and no sharp decreases, were best for everybody. Then the people would not find themselves robbed of their ability to save money; they would not find the value of the savings they already had, dwindling away to nothing. They were aware, too, that steady prices would help to stave off a disrupting post-war deflation. They knew that it was the misery and disorder resulting from deflation in Germany after the last war that sowed the seeds of Naziism. They did not want to face the demoralizing uncertainties of a future in which the economic and social security of the family would have disappeared.

But mobilization of the womanpower of the country to support price control "by active measures," meant organization. For administrative purposes, the Wartime Prices and Trade Board had divided Canada into 13 regions. The logical thing to do, therefore, was to set up a Women's Regional Advisory Committee in each of the 13 administrative areas of the Board.

That is what happened. Just as representatives of 18 national organizations had come together in Ottawa, so representatives of these organizations convened in each of the 13 areas. In fact, every major organization in each region was

invited to send a representative. The women themselves elected the W. R. A. C. in each region, to represent the area geographically on the one hand, and to represent the various organizations therein on the other.

With the establishment of these committees a Consumer Branch, with Byrne Sanders as director, was set up as an integral part of the Wartime Prices and Trade Board. The Consumer Branch headquarters was to be at once the ear and the mouthpiece of consumer opinion,—to be a liaison between the Consumer Branch organization in the field and the Wartime Prices and Trade Board itself.

Out of that small meeting in a committee room in Ottawa attended by not more than one or two representatives of each of 18 organizations, has grown a continent-wide movement to resist any spiralling of prices and to assist in the control and conservation of supplies. Today the network of the organization extends into every province and every district and reaches into even the tiniest hamlet and the most sparsely settled countryside.

Let us look at the framework of the organization:

(a) Women's Regional Advisory Committees—one to each of the 13 administrative areas. Each committee is responsible for—

(i) A thorough understanding on the

THREE MILLION Canadian shoppers can't be wrong. What's more, they can prove they know what they should pay for groceries by looking in their blue books.



part of consumers in its area of Board regulations.

(ii) Organization of sub-committees and corresponding members.

(iii) Channelling consumer opinion to the Consumer Branch headquarters at Ottawa.

(b) Sub-committees and Corresponding Members. The general plan provides for a sub-committee in each area of 5,000 or over, and a corresponding member in each smaller centre, but each W. R. A. C. is urged to develop its own organization as it deems best.

There are now more than 200 cities and towns with sub-committees and more than 200 smaller centres with corresponding members—an indication of the extent of the Consumer Branch organization in a country of a population of 12 millions.

(c) Liaison Officers. Every local woman's organization is urged to appoint its own Consumer Branch representative. Her function is twofold: (1) To keep her own group fully informed regarding regulations affecting the consumer, and (2) to secure the opinions of its members and channel those to the corresponding member or sub-committee. There are more than 6,000 local women's organizations in Canada with their own Consumer Branch representative, and it is expected that within the next month or two, this number will have risen to 10,000.

The Consumer Branch is a completely democratic organization built and operated by Canadian women themselves. Its committees extend right down to the Canadian grass roots. All of them serve voluntarily.

The extent of the organization, the network of its operation, and the way in which it has been developed to represent all women's groups and all communities, are apparent. But you will ask: Has it been helpful in maintaining price control? Is it an effective instrument in keeping Canada's wartime economy on an even keel? How are the officers of the Consumer Branch kept informed? Have they kept pace with new developments? What of their plans for the future?

From the beginning the women were urged to report unwarranted price increases. To do this, they were armed with what has long been known as "the little blue book"—a tiny thing which they could tuck away in their purses, and in which there were columns for listing articles purchased, the amount or size, the brand, quality, date of purchase, ceiling



STOREKEEPERS are glad housewives check prices with little blue books. It helps enforce ceiling prices; makes it easier to do business; makes everything fairer all around.

price and price paid. The "little blue book" has never been distributed promiscuously; it has rather been sent only to those who requested it. It is intended merely as an aid to checking on prices and quality and up to date approximately 500,000 have been distributed. More recently, a form was developed for reporting price increases.

What happens when Mrs. Jones finds a price has jumped? Let us say, she goes to buy a certain commodity called X. On checking the price in her blue book she finds that a month ago she paid two cents less for the same quality and brand at the same store. She questions the storekeeper but his explanation does not satisfy her. Mrs. Jones goes home and writes a report giving full particulars, and her

name and address which she knows will be treated in confidence. She sends it to her Women's Regional Advisory Committee or to the nearest regional or sub-regional office of the Wartime Prices and Trade Board—or perhaps she telephones the information. The main thing is to make her report quickly.

Following her report, a representative of the Enforcement Administration calls upon the storekeeper. He has the authority to make the fullest investigation and if necessary to see the books and invoices. The actual reporting of price increases and the investigation which follows, have had very salutary effects. The serious business of prosecution is undertaken only when the Enforcement Administration is satisfied that there is no

reasonable doubt that there has been an open breaking of the law. Many hundreds of cases have been dealt with by the Enforcement Administration. Here are two typical cases:

1. Five plumbing firms which had overcharged consumers for plumbing services were ordered to make refunds. In each case the firms made full and complete disclosure of the names of the persons they had overcharged and the amounts.

2. An increase in price charged by a laundry for nurses' service caps was investigated, and the manager instructed to restore his basic period charge.

Grocery and dry goods prices, streetcar and taxi rates, restaurant charges and dry cleaning are other examples of price reductions, some followed by prosecution proceedings and most without prosecution, as a result of information supplied by consumers. Various landlords who had collected excess rentals made refunds to their tenants following action taken by the Enforcement Administration. In cases of hoarding and buying in excess of rations, the return of goods to retail suppliers was one of the direct consequences of prosecutions. Infractions of the Board's rationing regulations have been dealt with vigorously. A Montreal consumer, for instance, was fined \$100 and costs on a charge of hoarding tea, coffee, and sugar; a householder at Halifax was fined \$50 and costs for hoarding groceries.

Many questions have been asked as to why the posting of basic prices in the stores has not been undertaken as an aid to price watching. The results obtained in the United States in this connection would undoubtedly influence any action taken in Canada in respect to the posting of prices. To date, however, it has not been found feasible to prepare and enforce a uniform regulation which would be practicable for retailers under present circumstances. There are over 300,000 retail stores in Canada, and these stores sell over 1,800,000 different items. Housewives buy groceries on an average in only three stores; they buy clothes in five stores; they buy only about fifty articles regularly, and eight food items make up over 70 percent of their total food purchases. It would seem reasonable, therefore, that they ought to have a very good idea of the prices they should be paying for their purchases and experience comparatively little difficulty in compiling their own individual price ceiling lists to meet their own requirements.

Another thing—retailers are now carrying on their business with a minimum of assistants, and it is doubtful if it would be possible to secure their cooperation to comply with a regulation to post all their prices, not only on the goods themselves, but on a large enough poster to be readable by customers in a crowded store. Prices are clearly marked on goods in most stores. However, the posting of basic prices is still being studied and the experiment in this connection in the United States is being closely watched.

Retailers who were inclined at first to view housewives with "little blue books" as price pussers, have long since realized that the customer who was thoroughly familiar with wartime regulations, saves him time and labor and anxiety in the operation of his business.

In Canada it is generally recognized that the success which price control has had to date, has been due in a large measure to the intelligent cooperation of the Canadian women. Now, after more than a year of price regulations, the trend is toward fixing prices at the wholesale or 'manufacturing level and regulating retail mark-ups, according to zones. This trend follows a year's exhaustive study of the price structure of every commodity, and the making of adjustments in many prices where injustice was shown to exist. The task of checking prices, consequently, becomes more and more dependent on definite and accurate knowledge.

This is where the Consumer Branch and its growing army of voluntary workers come in. What should the price of eggs be in Halifax, Montreal, Winnipeg, Vancouver? The price of poultry? Of butter? Concrete information is forwarded by Consumer Branch headquarters to the Consumer Branch representatives throughout the country and the information relayed by them to their communities. New exemptions from the ceiling, the fixing of seasonal prices, the dates on which ration coupons become valid, are all matters upon which the women must have up-to-the-minute information. This is provided through an inexpensive little leaflet entitled "Consumers' News" and through special bulletins which go out to the Consumer Branch representatives, who are encouraged also to read the press and listen to the radio, in order that they may be the better informed in carrying on their consumer education work.

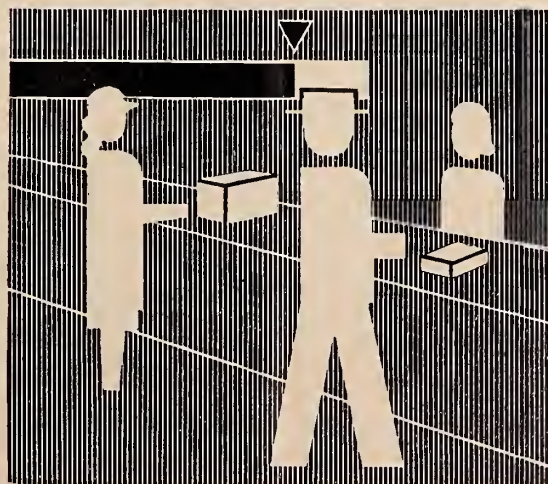
Mrs. Consumer's understanding and acceptance of the rationing of scarce,

staple commodities, the freezing of styles, the elimination from manufacture of myriads of civilian articles, and the fixing of prices, depend to a considerable extent on the educational work of the Consumer Branch representatives. The Wartime Prices and Trade Board contends that it is of the utmost importance that the public be kept fully informed of reasons underlying administrative action. The Consumer Branch is a major factor in developing public understanding and in securing the support of an enlightened public opinion.

Apart from their work of educating the women in their communities to cooperate in the carrying out of the regulations of the Wartime Prices and Trade Board and to report infractions of Board rulings, the W. R. A. C.'s perform an important function in gathering consumer opinion and channelling it to Ottawa. It happens sometimes, for example, that certain clauses in a new order prove unsatisfactory in their practical application. Isolated complaints carry little weight, but a countrywide cross section of opinion presented in reasonable and reasoned form with constructive criticisms is of the greatest help to the administrators. The chairmen of the W. R. A. C.'s on many occasions have shown how efficiently and quickly they can carry the voices of their areas to Ottawa.

In less than a week, for example, they collected a cross section of the public reaction to the clause in the retail dollar delivery order which prohibited the use of "the boy on the bicycle." More recently they have sought to secure the probable reaction of housewives to a suggestion that laundry services be curtailed. The keynote of many of their recent meetings has been "How can services be curtailed to save labor?" or "What civilian commodities can best be simplified or elimi-

WOMEN buy 85% of all retailed items.



nated to save raw materials, manpower, and productive capacity for the war effort? Is mascara an essential? Must bread be wrapped? etc." or "How can we conserve household equipment? How can we make our old clothes over?" All the best suggestions are forwarded to Ottawa to the Consumer Branch headquarters for consideration there and reference to the administrations concerned.

So it is that the Canadian housewife is fast realizing her responsibility as the guardian of prices on the one hand and of supplies on the other. She knows that everything she puts in her market basket, everything she wears, everything she purchases for her home, what she pays for it and how she cares for it has something to do with her country's war effort, and will speed or put off the day of Victory. She realizes that when she buys a loaf of bread or a new blouse or a jar of vanishing cream or an electric gadget for the kitchen, she is purchasing more than food or clothing or personal requirements or household equipment—she is purchasing raw materials, men, machines, labor, farms, trucks, railroads, merchant ships She is conscious of her part in the mobilization of all possible human and material resources for waging war. She has buckled down to a hard war and taken individual responsibility for the winning of it. She is prepared to discard luxuries, to accept fewer clothes and standardized styles, to carry on a war against waste in her own household and on her shopping tour.

This year will see increased diversion of materials to war production, increased exports of goods to the Allies and Canadian boys overseas, and increased diversion of shipping to war purposes. This will necessarily mean a less varied and less ample supply of many civilian goods. It will mean that civilian goods that are available must be used as wisely as possible and made to stretch as far as possible. Consumer Branch representatives are counting on every Canadian woman as a volunteer for service in a fourfold program this year. The program is directed to each individual on the home front: (1) Keep the cost of living stable. (2) Buy only what you need. (3) Eliminate waste. (4) Conserve what you have.

Voluntary enlistment of Canadian women in a program of national significance which can be carried out in their own households. Spreading of understanding through keeping the public well informed. That is what is happening in Canada.

Dairy products are off to war

How the flow of milk to the battle fronts affects use of milk, butter, ice cream, and cheese in the home

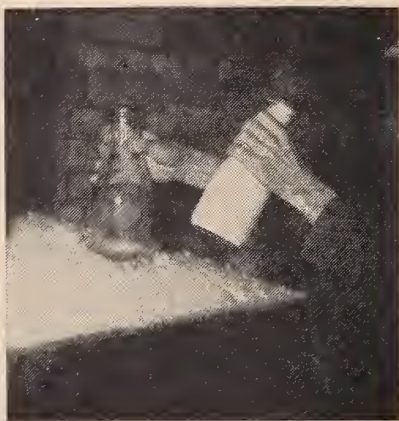
WAR DEMANDS on our milk supply are expanding. Many men who did not get milk as civilians have become milk consumers in the Army. Russian troops hammering at the German line need our butter. RAF flyers pounding the Reich eat American cheese. To spread the milk supply to cover these needs and yours, and, at the same time keep prices down, the Secretary of Agriculture has issued a series of dairy products orders. The pictures and captions on these pages tell what they mean to you.



At home



No more pints or half pints—you must buy the family's milk in quart containers or better. All the smaller sizes are reserved for public eating places.



Your milkman must always pick up an empty bottle for every full one he leaves—or you will be charged at least a cent deposit on the extra bottle.

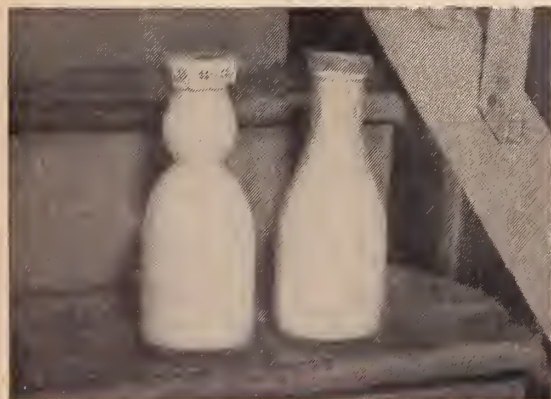


No more notes left in milk bottles for extra milk or cream. They won't get results. Any change in a standing order must be made in advance.



War or no war, children need milk. These changes and more are made to conserve labor, gas, tires—to help prevent rises in the price of this basic food.

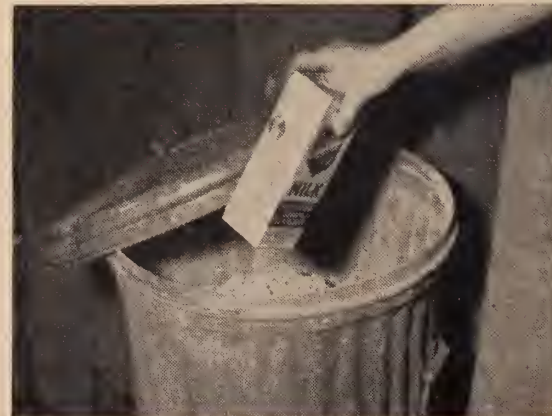
In stores



Your choice must lie between one of two brands of milk, for no store can carry more.



Don't forget to take a bottle when you go shopping. It will save you a deposit.

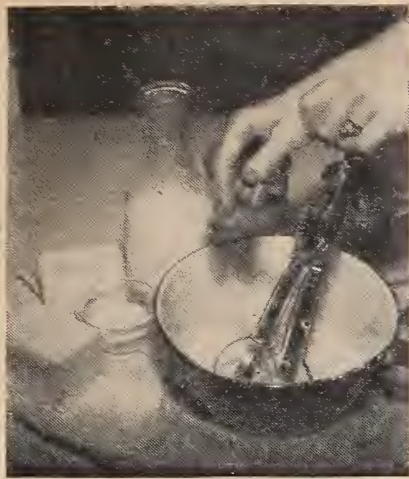


Cardboard containers are still in, but they need not be saved or returned.

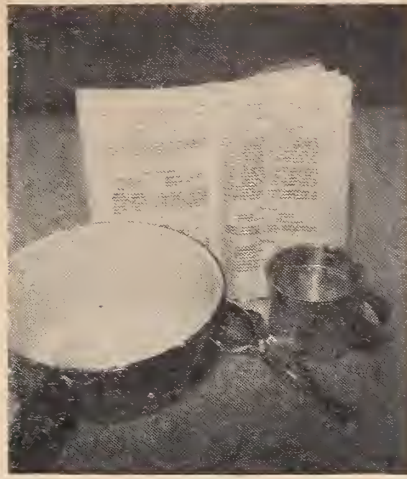
Why butter must be stretched



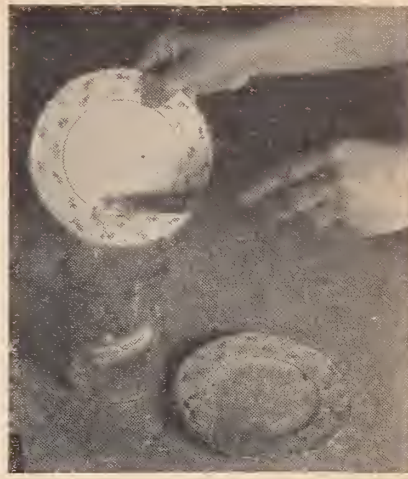
Help to share our butter supplies with our soldiers and sailors. Serve smaller pieces.



Spread butter thin or try one of the many new recipes for butter stretchers. Don't waste it.



Use recipes that call for little or no butter. You'll be surprised how many you can find.



Save every tiny bit of left-over butter. It can be used later as a cooking fat or shortening.

Ice cream?



There'll still be ice cream, but probably a little less of it this year.



Soda fountains open for business as usual—but you'll find more sherbets because manufacturers will get less milk.



Frosted drinks may have less ice cream in them this year.

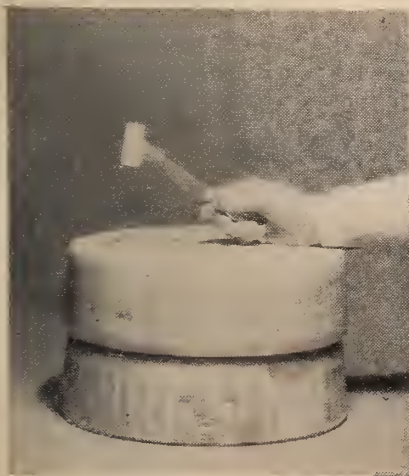


Reduced ice cream production means there will be more milk powder, butter, cheese for our fighting men and our Allies.

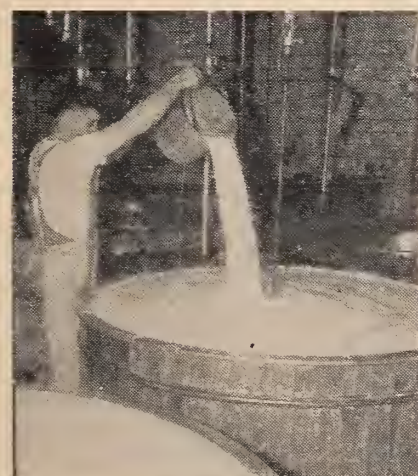


Soldiers and sailors love ice cream. They will get all that they need—and, when possible, all they want.

Cheese?



Half of all our Cheddar (commonly called American) cheese is set aside for war use.



Cheddar cheese is made from whole milk—which is far from being a surplus item.



But because cheese is one of the valuable meat alternatives, the home demand has shot up



We will have to conserve so that this easily shipped, high protein food can go to war.

Make the most of meat

People of foreign lands, who share our food, do tricks with meat flavor, adding gusto to meals while stretching the supply

THE UNITED STATES has been a beef-steak-and-gravy country for many people. That's what we want to make it for all of us. But till the war is over, we're going to have to do plenty of meat-stretching to make sure everyone gets his share of the supply.

When you want to stretch meat, you should consult the experts. And by experts we don't mean the chefs in fancy restaurants. We mean people who came to America from lands where they have been stretching meat for centuries.

We mean people from Russia, China, Hungary, Turkey, Armenia, Italy, Norway, Scotland, Spain. We mean people from Latin America, people who, even in peacetime, never had much meat. Maybe we can teach them something about vitamins, but they can teach us plenty about making a little go a long way.

Of course, there are many American cooks who can stretch a handful of ground beef into a Sunday supper. They know the tricks of using meat for flavor, while building up a meal's nutritive value with other, cheaper foods.

They are the hash experts, the meat pie specialists. They know how to do things with seasonings, how to pump strength into a mound of bland potatoes, how to give rice the flavor of roast beef.

They never forget, however, that you can't keep healthy on flavor. Meat supplies six main food values: protein, iron, phosphorus, niacin, thiamin, and riboflavin. If they cut down on meat, they substitute plenty of poultry, cheese, liver, kidney, milk, eggs, fish, dried beans and peas, lentils, soybeans, and peanuts. They also stress whole-grain and enriched cereals and bread, and pile up the dinner plates with green leafy vegetables.

Many recipes using these foods, with meat added for flavor, emigrated from foreign lands. Some are heirlooms, handed down for generations. Right now, with meat scarce, any cook who knows how to stretch it without straining the appetite, has something more precious than heirlooms. She has ammunition for our global war.

America, as the melting pot of all nations, has inherited many foreign food tastes. In times like these, when our leaders are urging us to think in hemispheric terms, we can speed up the process by doing some of our cooking the way they do in other lands.

Latin Americans stretch their meat with beans in chili con carne, with corn in tamales. They brown chopped meat in suet, add it to cooked kidney or chili beans, pep it up with garlic, tomatoes,

chili peppers, salt. They cook it till it thickens, keep it 24 hours, rewarm it, find its flavor improved.

In China, they mix bits of veal with celery, chestnuts, mushrooms, bamboo tips, to make chow mein. Tastes good mixed with Spanish onions, green pepper, pineapple, spinach, too. They cook it over a slow fire, stirring constantly, till meat is done and vegetables tender. They serve it with crisp noodles and rice.

The national dish of Haiti is beans and rice, with meat mixed in. First the beans are cooked, then they are fried with lard, onion, garlic, pieces of ham, and a pinch of thyme. When these are well blended, raw rice and water are added, the pot is covered, and the contents cooked over a slow flame till the rice is soft.

If our African troops in Liberia have been going in for native cooking, they've probably had meat served in peanut butter sauce with hard boiled eggs. The sauce is made by stirring peanut butter into hot water, and cooking with meat stock. When it has reached the consistency of thick brown gravy, diced potatoes, diced cooked meat and hard boiled eggs are added. It's served on rice, with chutney or other relish.

Italians stretch meat with spaghetti. They make thick, flavorful sauces with



Chili con carne is based on the bean.



Italians stretch meat with spaghetti.



Irish stew, more vegetable than animal.

chopped meat, adding salt, pepper, crushed garlic buds, grated cheese, and bread-crumbs. They simmer it in tomato paste, thinned to proper consistency, and serve it on spaghetti with grated cheese.

Russians make a dish called "goloubtzy." It's a trick with cabbage you find in many foreign cookbooks. They mix ground meat with cooked rice, wrap a spoonful of the mixture in a scalded cabbage leaf, tucking in the ends, so the filling won't fall out. They roll the package in flour, brown in fat, and cook all the little cabbage packages in a sauce of sour cream and tomatoes.

Irish stew is a good meat stretcher. It's made with lamb or beef chuck, thickened with potatoes, carrots, green peppers, onions, celery, and tomatoes. Then, to give it dash, the Irish toss in a teaspoonful of mustard, and the same amount of Worcestershire sauce or A-1 sauce. Follow your favorite recipe for the order of mixing, and allow plenty of time for all to simmer.

Hungarian goulash is a variation of stew, with noodles added for good measure. Its basic ingredients are lean beef, cut in cubes, potatoes, and tomato puree. Just before serving, Hungarian cooks add flour that has been creamed with butter and paprika, to thicken the mixture. It is served with noodles.

The British wrap their stews up in pie crust. They make mutton pie, heaping small browned pieces of lean mutton in a pastry shell, filling in with chopped parsley and onion, catsup, and thickened gravy. They cover with pastry, and make a slit in the top, so steam can escape. They do the same with beefsteak and kidney, making a pie fit for a king.

French Pate de Foie au Gratin, or liver-

pie, is an extra-special something in the way of stretching meat. It's built on layers: First a layer of spaghetti, then a layer of cooked, chopped liver and bacon, then another layer of spaghetti, and so on till the dish is filled. Whipped eggs are poured over all, and chopped parsley is added. The top is dotted with butter and sprinkled with breadcrumbs and grated cheese. Then it's baked in a quick oven for 10 minutes, and served at once.

Scotch broth belongs to the stew family. Into it go such vegetables as carrots, turnips, onions, celery, cabbage, and leeks. Lamb or mutton, cut in small pieces, give it richness, while barley, flour, and butter serve to thicken it.

Spanish rice is a combination of tomatoes, onions, bacon, green peppers, and rice that can be served as the main part of a meal. The bacon is fried till crisp, then removed and broken into little pieces. Next the onions, green peppers, and tomatoes are cooked in the fat, and simmered till well blended. Finally the rice and crisp bacon are stirred in, heated thoroughly and the dish is done.

A Turkish dish to put before your meat-rationed family is "shashlik." The Turks cut mutton or lamb in pieces, marinate them in garlic, oil, and vinegar, and roast them on skewers along with slices of tomato and eggplant. The Turks also have a cabbage-leaf roll similar to the Russian "goloubtzy," but instead of the sour cream and tomato sauce, the Turks bake the cabbage rolls in meat stock or water, and serve with lemon juice squeezed over them.

Armenians stuff breast of lamb with rice and currents; they stuff squash with chopped meat, onions, parsley and rice.

Norwegians like to pep up chopped beef with salt, pepper, ginger, and nutmeg, add milk and cornstarch, form into balls, and simmer them in a flour-and-fat gravy with onions in it.

The Portuguese use spicy sausage to flavor their kale and vegetable soups. Sausage is good in thick lentil or pea soup, too.

Mexicans mix boiled pork with corn meal and lard, wrap it in corn husks, and cook for an hour in boiling water. It's served in the husk, opened, so that it may be removed to the plate.

There are plenty of good American ways of stretching meat. There's corned beef hash, made with mashed potatoes, and southern hash made with diced potatoes. There is hamburger steak, which can be stretched a hundred ways. Try spreading raw hamburger on bread, and broiling it in the oven, with a slice of onion over it.

Stretching meat is largely a matter of ingenuity. To do it successfully, you need imagination and a fine hand with such ingredients as onions, tomatoes, garlic, herbs, and spices. You need a spirit of adventure, but you also need to know how to fill in the nourishment usually derived from meat, with cheese and eggs and nuts and soybeans.

That's the cook's job, for the duration: To tickle the palate and build up the bones and do it on rations, too. It's a frontal attack on hunger and food supplies. And it can be done—with the help of a clove of garlic, a dash of thyme and American ingenuity. Recipes that call for foreign flavor and very little meat, are so economical—and so good—you won't even know that meat is being rationed.



Meat travels far on Chinese chopsticks.



"Shashlik" is Turkish for roast lamb.



Russians like it wrapped up in cabbage.

Shoes for all

Rationing means you'll get your pair, and your share, but it's up to you to buy the kind that will give you the wear

SPENDING Shoe Stamp 17 is like spending a legacy. You can use it only once. If you squander it, you may pay a penalty of aching feet, till June 15 brings relief with the next shoe coupon.

If an army is only as good as its feet, as the old saying goes, then civilians mobilized for war work are only as good as their shoes. The way they do their jobs, the vigor they bring to their work, all stem largely from the way their feet feel in their shoes.

Number 17 means we're lucky. We don't have to rush out to spend that coupon to be sure we get a pair of shoes. Rationing began while supplies were plentiful, so there will be shoes enough in all sizes to go around.

That's why people are giving serious thought to their feet. That's why they are shopping around and spending No. 17 the way you spend borrowed time, when every second counts.

Every shoe counts, now. Civilians as well as soldiers must have footwear to fit their fighting needs, before they think about getting slicked up for dress parade.

Utility, not style, is the factor to consider first. Style is a matter of whim. Utility is a matter of fitting your shoes to your job as well as your feet.

New shoes, produced under the War Production Board's limitation order to save leather, will be simpler, more practical, more durable. Many sport shoes are banned, as well as men's patent leather shoes, women's formal evening slippers, men's sandals, and metal spiked golf shoes.

But there will be plenty of sturdy work shoes for the production-line army, and plenty of spectator models for office workers. The question of color won't be much of a problem. Black, two shades of brown, and white, are the only shades allowed.

Frivolous styles for women are out. Two pairs of sturdy walking shoes and one pair of conservative step-ins, to double with tailored and dressy clothes, make a good annual budget for the woman in wartime.

The same holds for men, too. Every



WHEN you've spent Stamp 17, and can't shop for shoes in the stores, find a friend who wears your size, arrange a deal, and put your idle shoes into circulation by swapping.

pair of shoes he buys from now till Victory should be suitable for work.

As for the kids, they'll be running their little legs off, and going through more leather than ever, so buy shoes with sturdy uppers and heavy soles, that can be repaired easily.

Of course, before any member of a family spends that precious shoe stamp, it would be well for all to take inventory of the shoes in the closet stockpile. Stamp 17 is

interchangeable among people living in the same household, provided they are related by blood, marriage, or adoption.

All the No. 17 stamps available to a family unit should be apportioned out to provide shoes for the members who need them most—and it's probably little Willie, who goes through eight pairs a year. So plan to spend only as shoes are needed.

Remember, too, that cases of real hardship are eligible for special rations at

your War Price and Rationing Board. People whose shoes have been lost, burned, or stolen, may apply at the Board for a Special Shoe Stamp. Also people whose shoes wear out faster than usual. There are plenty of shoes for all practical purposes, and if you need more than the ration allows, for a legitimate cause, you can obtain them through the Rationing Board.

Most people started the ration period with a few pairs of shoes in their closets—some in wearable condition. Now is the time to haul them out and see how many you can put into circulation.

It's time to dust off those too-tight slippers, those strait-laced oxfords, those pumps that cut across the instep, and get into the great American shoe-swapping contest.

Find out which of your friends wear your size—or almost your size—and arrange a deal. Second-hand shoes aren't rationed; you don't need to surrender Coupon 17 for them.

An estimated 50 million pairs of shoes were lying idle in shoe closets or being worn only occasionally when shoe rationing went into effect. Many of these are out pounding the pavements now, giving unexpected miles of wear and comfort.

When the time arrives for spending your shoe stamp, go forth with one thought uppermost: You want shoes that *fit*.

Though the Shoe Ration Order permits you to return unworn shoes that aren't comfortable after you get them home, it doesn't leave any room for the peacetime extravagance of tossing them into the closet, and forgetting to wear them, because they aren't exactly easy on the instep.

First shoe-buying rule is comfort. Keep trying on shoes till you find a really soothing pair. Don't rely on what you think your size is, or was, last time you bought them. A shoe fits if:

There's half an inch between the end of your great toe and the end of the shoe inside.

The ball of the foot (the part between your little toe and the joint of the great toe) rests at the widest part of the sole of the shoe.

The shank of the shoe curves snugly under the foot's arch.

Your heels are hugged by the back sides of the shoe. No slipping, no gapping when you walk.

The shoe's heel is the right height for comfortable walking and working.

The shoe needs no alteration, no breaking in.

The quality of the shoes you buy is bound to undergo war changes. In his address against inflation, Economic Stabilizer James F. Byrnes said: "As shortages grow, shopping for the average man and woman becomes more difficult. We do not find the things we customarily buy and we don't always know what else to buy. We are all working now to devise simplified and standardized utility articles so that while we may have less fashion and variety, we shall be able to get more readily the simple things we really need.

"But in this field I do not think we should rely exclusively on Government. Within the limits of wartime restrictions there is still room for manufacturers and processors to sense the need of the times and to take an active part in the development of utility articles which give the



SHOES respond to closet care. Now that they are rationed, you'll do well to invest in shoe trees, shoe bags, shoe boxes.

people what they need at the lowest possible price and in a form which makes the most effective use of critical . . . materials."

Whether you spend much or little for the shoes you buy with Coupon 17, take these factors into consideration:

How is the shoe put together? The welt method, in which uppers and outer soles are stitched together through a narrow strip of leather, is sturdiest and best for walking shoes. Also, it is easiest to repair.

Some soles are cemented on. If the leather is good quality and the workman-

[Concluded on page 14]

SHOP carefully for the type of shoe that will carry you farthest, most comfortably. Give work shoes first place on your list.

BE FUSSY about fit. Forget what size you think you wear, and keep trying till you find some that feel really easy on your feet.



Spring cleaning — Victory style

War needs absorb many household cleaning chemicals, but you can manage with soap, water, and facts



ELBOW grease is one kind of grease the Government isn't asking you to save, especially when it comes to spring cleaning. Because, with a little elbow grease, you can save yourself and the U. S. A. a whale of a lot of materials, labor, and cross-country hauling.

You can save yourself some money, too, and put it into war bonds.

Good housekeepers know that dirt is a saboteur of the lowest order. They know that systematic and thorough house-cleaning makes furniture, floors, wallpaper, and household equipment last longer. That makes sense at any time, but it makes patriotism in wartime.

Marching off to battle or to the factory isn't the only way to help win the war. The stay-at-homes who keep the fires burning, the vacuum cleaners buzzing, and the washing machines running, do their part, too.

We don't have to tell you that there's going to be less and less of many things commonly used in homes. What we can tell you is ways to make what you have last longer.

First off, the common household chemicals that make your furniture glow, your silverware sparkle, and your floors gleam, aren't going to be as plentiful as formerly.

Waxes

You'll have to go easy on the wax coatings you spread over your linoleum and floors. Wax will be available, but the War Production Board has limited the amount to be produced for use on floors. Carnuba

wax from Brazil and gum kauri from New Zealand are both used in floor and furniture waxes. Now shipping difficulties make it tough to get them. So make whatever waxes or polishes you buy, go as far as they can.

Linoleum lasts longer and looks better if coated with protective wax. It's especially important to take care of linoleum these days, because the cork used in its manufacture is imported, and supplies are not easy to obtain.

If you want your linoleum to last long, remember these three facts: (1) Oil disintegrates linoleum, so don't use an oil mop on it. (2) Water makes linoleum expand or it makes the top separate from the burlap back, so wipe up spilled water at once. (3) Varnish may make inlaid linoleum crack or become discolored, so don't varnish the surface. Wax it.

Shellac, varnishes, paints

Take good care of anything that is shellacked, because you may not be able to give it another coat until the war is over. Large amounts of shellac are still coming in from India, but most of it is needed for direct war work.

Best way to take care of shellacked surfaces, is to wash them with mild soap and very little water, wipe dry, and then wax or polish with furniture polish.

Same thing applies to varnished surfaces. Retail stores will have ample stocks of first quality floor varnishes, but the quick-drying kinds won't be available. You'll have to allow as long as 24 hours for the

varnish to dry, in some cases. The same holds for paints. Quick-drying enamels used for kitchen, porch, and lawn furniture, will not dry as fast as the kind you used to buy.

Incidentally, here's a word to the wise about brushes. Take special care of any you have on hand. Pig bristles, formerly imported from China, for the better types of brushes, are no longer available because of shipping conditions.

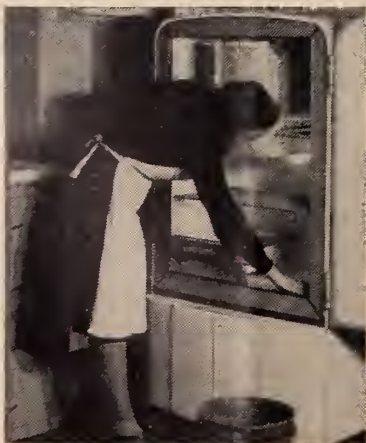
To make brushes last long, clean them thoroughly with turpentine after use. Then string the wooden handles on wire which can be stretched across the top of a jar, and thus suspend the bristles in a mixture of 50 percent linseed oil, and 50 percent turpentine, until they are to be used again. Suspending the brush keeps the bristles from bending.

Soap and water

Just so long as you have plentiful supplies of soap and water, you don't have to worry about keeping your house clean. And the soap situation is good. There won't be any shortages, as in some other countries. However, some wartime soaps may not give suds as fast as the soap you have been used to. That's because pre-war soap contained coconut oil, an imported product. Now domestic oils, such as cottonseed, soybean, flax, and peanut, are being used, and they don't make soap that lathers as quickly.

In general, there are two kinds of soap: The mild neutral type, used for toilet purposes, and on fine fabrics, and the alkaline kind, which produces better suds in hard water and which is used for laundry and some dishwashing.

Most surfaces in the home should be washed only with mild, neutral soap. Soaps containing free alkali or large amounts of alkaline salts may be even more harmful to linoleum, paint, varnish, and lacquer than they are to the skin. With linoleum, paint, varnish, and lacquer on the scarce list, it is more important than ever to clean them properly, and not to injure them with strong cleaning agents.





In washing with soap and water, here are a few things to remember:

- (1) Don't use soap on enamel paint, as it dulls the gloss. Clear hot water, to which one teaspoonful of washing soda has been added for every gallon of water, should be used. On varnished or flat-painted surfaces, use a mild soap, rinsing quickly with clear water and wiping dry.
- (2) A sponge squeezed out in lukewarm water may be used to clean washable wallpaper. But first be sure that paper is washable by testing a small, inconspicuous spot. On heavy paper, a suds of mild soap may be used, but go easy with the water, and avoid soaking the paper. Wash from the floor upward.
- (3) Rugs may be washed in a similar fashion. First test them for color fastness. Then do a small portion at a time, spreading a lather of mild soap over it with a soft cloth or brush, and scraping or wiping the suds away. Rinse several times with a sponge, being careful not to soak the rug. Better not experiment on expensive rugs, but send them to an expert cleaner. Incidentally, a pad or even newspapers placed under a rug will lengthen its life. Rugs placed on rough or uneven surfaces wear out quickly.
- (4) Mild soap and water are good for washing the enameled outside of stoves and refrigerators. Never use abrasives on enamel, and take time to wipe up spilled foods, especially acids, which may discolor or destroy the glaze of the enamel. Wash the inside of your electric or gas refrigerator with slightly warm soda water.

Water softeners

Household ammonia has been out since July 1, and there is very little on the market for any cleaning purpose. Ammonia is one of the most fundamental requirements for explosives, and any ammonia left over, after military and vital chemical manufacturing needs are filled, must go to fertilizer.

Household ammonia, diluted with water (four tablespoonsful to a gallon) makes a good solution for washing windows, especially in places where oily dirt accumulates. Vinegar will do almost as well. In many cases, warm water alone will serve. Never use soapy water, as the soap will leave a film that is hard to remove. A chamois or a rubber squeegee will help you get good results.

Trisodium phosphate, washing soda, and borax are all available. Used in solution with water, they are very effective cleansing agents. Be careful not to make the solutions too strong. Half a tablespoonful of trisodium phosphate to a gallon, 2 tablespoons of washing soda to a gallon, or 4 tablespoons of borax to a gallon, are the correct proportions.

Lye is still available, but it must be used with care, for it is poisonous and injurious to the skin. It is often used to clean drain pipes. To be effective, it must be flushed down immediately with plenty of hot water. Lye will damage the glaze on vitreous china plumbing fixtures, and on enameled iron, so don't spill it around.

Lye, household ammonia, and washing soda are used, not only as water softeners, but as germicides, insecticides, and rat exterminators.

Stain removers for porcelain

Strong acid compounds, such as bisulfate of soda and hydrochloric acid, are becoming hard to get, though there are no restrictions on the sale of them.

Scouring powders

There are plenty of scouring powders and metal polishes on the market, though no ammonia can be used in the manufacture of new stock. Abrasives wear down the surfaces on which they are used, so it is best to try first to remove dirt and grease with warm water and soap, before sprinkling on the scouring powder.

Some abrasives are so fine, they hardly scratch at all. Among these are diatomaceous earth, feldspar, and whiting. Volcanic ash, pumicite and the coarser silicas are more severe.

Metal polishes combine abrasives with other substances, such as water, soap, glycerin, ammonia, oil, or an inflammable petroleum product. Sometimes acids are added to loosen tarnish. These ruin some metals and will damage others, unless completely washed off. Many of these polishes can no longer be produced in their

pre-war state. Another abrasive you won't find in abundance until the war is over is steel wool.

Here are things to scour with fine abrasives: Aluminum pots and pans, metal rings on electric ranges, earthenware and glass cooking dishes, cast iron skillets and pots. Use coarse abrasives on galvanized buckets or garbage pails.

For enamelware and tinware, avoid abrasives. Mildly alkaline soaps are best. By the way, don't scrub the outside bottoms of your pans till they shine. Dull surfaces absorb more radiant heat than bright shiny ones.

Cleaning fluids

Carbon tetrachloride, used for dry cleaning purposes, is still available in many stores. However, manufacturers have been cut about 50 percent in their production of cleaning preparations containing carbon tetrachloride. Substitutes are being made from petroleum solvents, but housewives should take every precaution when using them, as many are inflammable.

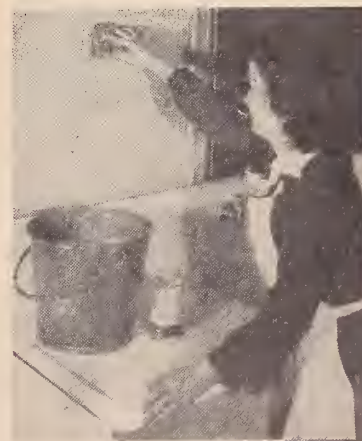
Moth preventives

These will be fully available, but housewives would do well to use them carefully to make sure they get full benefit from them. Follow directions for use exactly. In storing them away for future use, be sure to place them in airtight containers. Otherwise the active ingredient of the products will be lost through vaporization.

Fire-repellent and mildew-resistant supplies

Borax and boric acid are used in some fire-repellent preparations, and these are fully available.

Chemicals to keep fabrics from mildewing may be applied to materials used in any moist, high-temperature condition, such as for shower curtains, porch furniture covers, or awnings. Many of these chemicals may still be purchased.



Matches

All kinds, including safety matches, are in good supply. There has been some conservation of new materials used in their production, but the matches' utility has not been impaired. Don't waste matches. Our armed forces need them, and we export large quantities to countries where they are scarce.

Make equipment count

Of equal importance with cleaning agents are the tools and equipment you use. Many of these will be scarce, many irreplaceable for the duration. You won't be able to turn in your vacuum cleaner, washing machine, or electric iron for a new model. They aren't being produced any more. Neither are sewing machines, portable electric lamps, radios, phonographs, mechanical refrigerators, electric ranges, and many other household goods.

American ingenuity is filling in some of the gaps caused by war production. You'll soon find heat-resistant glass cooking utensils on the market in larger numbers; paperboard and molded fiber dust pans; wooden snow shovels, rakes, and hoes; paperboard clothes hangers; wood springs instead of metal springs in furniture. Ice refrigerators will be available. Also sewing machine needles, liquid fuel lamps and lanterns, baby carriages, and other necessary consumer commodities.

Even so, it's smart to take care of what you have. The less you need to buy, the less strain there will be on our industries to produce nonmilitary goods.

The Bureau of Home Economics, in cooperation with the Office of Price Administration, has prepared booklets to help you make your equipment last longer and give you better service. These booklets are free. Address: Division of Publications, U. S. Department of Agriculture, Washington, D. C.

Make Your Refrigerator Last Longer (AWI-4)



How to Make Your Washing Machine Last Longer (AWI-6)

How to Make Your Ironing Equipment Last Longer (AWI-11)

How to Make Your Gas or Electric Range Last Longer (AWI-8)

Take Care of Household Rubber (AWI-7)

SPRING CLEANING AIDS: You'll find all sorts of tips on stretching the life and usefulness of your household goods in the special issue of Consumers' Guide on Home Defense, published January 15, 1942. If you have mislaid your copy, try the local library as, we regret to say, our supply is exhausted. These two booklets, also from the Bureau of Home Economics may be helpful:

STAIN REMOVAL: Home Methods.

HOUSE-CLEANING MANAGEMENT AND METHODS.

Shoes for all

[Concluded from page 11]

ship superior, these shoes will be flexible and give good wear. New soles may be cemented on.

Shoes that have soles and uppers clinched together with lasting tacks, and then stitched, may not stand up so well. Often the tacks and stitching, beneath the lining of the shoe, will prove irritating. Run your finger around the inside of the shoe; if you can feel the lasting tacks beneath, you may be in for trouble.

Quality workmanship shows up in stitching. Small stitches are generally found in higher quality shoes.

Leather quality shows up in softness and pliability, in close, firm fibre, and in good leather odor. Cheap leather is stiff, and creases coarsely when the foot is bent at the toes.

Sole leather, especially, should be close-fibred and firm, not flabby or soft, with coarse texture. Remember how much walking you will have to do, and choose the thickness of your sole accordingly.

You can stretch your shoe ration and the Nation's leather supply by following simple rules of shoe care. Here are tips from the Bureau of Home Economics:

Wear shoes only for the occasions for which they are suited—sturdy shoes for work and play, dress shoes for "good."

Alternate your shoes. They'll last longer, feel better, if allowed to air thoroughly. Perspiration deteriorates

leather. That's why it's an economical idea to use two pairs of shoes for work, alternating so they can dry and "rest" between wearings.

Never toss shoes in a heap on the closet floor. Keep them in shoe bags, on a rack or in a cabinet, when they are not in use. Shoe trees that conform to the shape of the shoe, will keep them trim longer.

Use a shoe horn to put shoes on. If you continually jam your feet into your shoes, you may break the counters in the heel.

When traveling, protect shoes and other clothing by slipping old stocking legs or shoe bags over each shoe. And don't pack your shoes so they are bent out of shape.

Have shoes repaired before putting them away for a season. Put shoe trees in them, and store them in boxes or in a shoe cabinet. Keep them in a dry place, for shoes mildew easily.

Repair heels as soon as they are worn. Rundown heels not only twist the shoe out of shape, but make you tire easily, spoil your posture.

Repair soles before they are worn through to insoles. Otherwise, the shoe's construction may be weakened. Stitched soles feel and wear better than soles that are nailed on.

Rips in the stitching of uppers, and cracks in the leather, should be repaired at once. A shoe with good uppers may be resoled two and even three times.

Water removes the oil in leather, and causes it to stiffen. Wear rubbers or galoshes in wet or stormy weather, but take them off as soon as you get where you are going. Rubber overshoes cause feet to perspire, and can injure leather if left on too long. Keep the linings of your galoshes clean, or they'll leave smudges on your shoes and stockings.

Stuff wet shoes with paper, or put them on good form-fitting shoe trees to dry. Don't place them in the sun or near heat as they dry. If you have castor oil on hand, rub the shoes, both soles and uppers, with it, while they are still wet. If you have no oil, soften smooth leathers with a little saddle soap after they are dry.

Waterproof heavy shoes for farming, factory or outdoor work by rubbing them with castor oil, tallow, neat's foot oil, cod oil, wool grease, or a mixture of these.

Brush or polish your shoes frequently and always use the polish, wax, or cleaner most suitable for the particular type of leather or material in the shoe.

Bright spots in the food supply picture

Bread spread

If peanut butter has been to you just something to give the children to keep them quiet until supper, now would be a good time to take a closer look at it.

Peanut butter is more than just a bread spread. It is a food that rates high in a number of food value columns—and what's more, it gives a bright touch of plenty to the somber food supply picture.

The peanut is one of those foods that has been the object of a good many notions. And one of the most fallacious is that the peanut is just a confection.

It is a good solid protein food, rich in oil and a number of things. A two-ounce portion of raw shelled peanuts would supply these portions of an adult's daily food requirement: A fifth of the protein needed, a sixth of the calories and the phosphorus, a tenth of the iron, a sixteenth of the calcium, a third of the thiamin (B₁), and an eighth of that other important B vitamin, riboflavin. In fact, those who know the peanut best say that if the southerners who grow it, would eat a good handful of their crop a day, pellagra would be put to rout in the very section where it flourishes.

The only food value that is lost in the process either of roasting peanuts or of making them into peanut butter is a good part of the B₁. A fact that makes peanut butter—and peanuts, too—an ingredient worth considering in anyone's recipe scouting and meal planning.

We have more peanuts today than we ever have had before. An order reserving most of last year's record crop for oil milling has been eased. That means that between 1,000 and 1,200 million pounds are ours for the eating, a good 400 million more pounds than we had in 1940 when a new high was set. More than half of these are being smashed to butter.

Even at that, we are going to have millions of gallons more peanut oil than we are used to available for cooking.

You will find it mostly as an ingredient in the shortenings, cooking fats, and salad oils you buy. But if you are a woman who likes to make your own French dressing, you will find peanut oil a fair pinch hitter for the favorite, olive.



PEANUT poles dotted the South last year and there will be still more this.

Kraut keg

You may like sauerkraut, but having found no canned stock on your grocer's shelves, you may have decided that that is a taste that you must park for the duration.

Not at all. Just make sure that he doesn't carry it in bulk, in a wooden keg behind the counter and if he doesn't, ask if he would mind doing it.

Last fall, more than 200 million pounds of kraut were packed in this old-fashioned manner to keep a record cabbage crop from going to waste, since only enough tin was allotted for military canning.

Now, though a great deal of this bulk kraut has moved to and through consumer markets, there is still a goodly supply at the wholesale level. Your request for it will not only help to keep this good food from wasting, but will again add that tangy taste so welcome to the winter jaded palate.

Green and leafy

Do you know what a collard is? If you do, you likely are a southerner or you live in a city with large green markets.

In either case, you may have passed the collard by and missed out on a green leafy vegetable that has most of the dietary glories that come under that heading.

There's a bumper crop of collards coming to market. A new food to try and, thus, to save from waste.

Reasonable apples

Now that the time of year is here for the Winesaps, Stamens, Romes, and Delicious to come out of their storage hiding, they are doing it and in large enough numbers that the prices are reasonable for these wartimes.

More canned milk

You are likely to find cans of evaporated milk in those gaps on the grocery store shelves the next time you go. The Government has released five million cases from its war chest for us stay-at-homes.

Tinned fish note

For those who like canned salmon, there's a bright note in the fact that that 20 percent of the pack once reserved in case it was needed for war purposes has been released to civilian markets.

Spicy ending

Unless you go in for the most unusual seasonings, you will find enough spices on the markets this year to give all the tang and taste you are accustomed to having.

Timely bulletins

MAKE OVER MEN'S SUITS, by Clarice L. Scott, Bureau of Home Economics. Leaflet No. 230. November 1942, pp. 8. Address: Office of Information, U. S. Department of Agriculture, Washington, D. C. Free. Tells how wool cloth in civilian suits may be remodeled as clothing for women and children. Shows how to lay out patterns.

99 WAYS TO SHARE THE MEAT. Bureau of Home Economics. AWI-13. 1942. Address: Office of Information, U. S. Department of Agriculture, Washington, D. C. Free. Tells why we have meat sharing and what it is. Explains food values, and contains suggestions for making meat go farther, and for using meat substitutes.

Illustrations in this issue: Cover, U. S. Navy; pp. 3 and 4, Malok, Ottawa; p. 6, Food Distribution Administration; p. 7, top row, all FDA; 2nd row, FDA, Blakeslee-Lane, FDA, FDA, U. S. Navy; 3rd row, FDA, Soil Conservation Service, FDA, USDA information; p. 10 and p. 11 (top), FDA, courtesy The Hecht Company; p. 11 (lower), and pp. 12, 13, 14, FDA; p. 15, Agricultural Adjustment Administration. All drawings by Ted Jung.

In this issue

MARCH 1943

VOLUME IX, NUMBER 4

Canada enlists her women shoppers.....	2
Dairy products are off to war.....	6
Make the most of meat.....	8
Shoes for all.....	10
Spring cleaning—Victory style.....	12
Bright spots in the food supply picture.....	15

Consumers' guide

A publication of the Department of Agriculture, Washington, D. C. Issued monthly.

Consumers' Service Section; Editorial assistant, Anne Carter; Contributing writer: Gladys Solomon; Photographic and art work, Ted Jung.

CONSUMERS' GUIDE is printed with the approval of the Bureau of the Budget as required by Rule 42 of the Joint Committee on Printing. Official free distribution, 140,000 copies per issue. Additional copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., 5 cents a copy, or by subscription, 50 cents a year, domestic; 70 cents a year, foreign. Postage stamps will not be accepted in payment.

Listen to Consumer Time

NBC Saturdays. 12:15 P. M., E. W. T.

Consumer Time is produced by the Food Distribution Administration, Department of Agriculture, and is presented in co-operation with United States Government agencies working for consumers.

CG News letter

A Wartime Supplement to

Consumers' Guide

March 1943

Rounding up reports from U. S. Government agencies between January 15 and March 1

BATTLING THE BLACK MARKET IN MEATS

Consumers soon will be given a major role in stamping out the black market in meats.

As this letter goes to press, plans are nearly completed for a comprehensive control program, including point rationing of meat supplies, licenses for all slaughterers, and more uniform, easier-enforced price ceilings.

These are big guns in the battle we are now waging to assure everyone his fair share of our food supply, and they are being rushed into position with all possible speed. Reason: black market operations have reached amazing proportions and have either (1) robbed you and your family of a portion of the meat you should have had in the last 3 months, or (2) enabled you to buy—at above ceiling prices—more than your fair share of meat.

It's no secret that U. S. Army quartermasters are having difficulty obtaining the cuts of meat they want. What's the cause? Farmers slaughtering large numbers of animals and selling them on the sly? No, in spite of many charges, such sales are actually very limited in number and volume.

Real leaks are these:

(1) Small slaughterers (who slaughtered less than 500 thousand pounds of meat per quarter-year in 1941) are limited by law to deliver no more meat for civilian consumption than they did in 1941. Accurate records of 1941 sales are nonexistent in many such plants, and volume of business today has increased to meet spiralling demand. This drained livestock away from the larger plants, who sell to Army and United Nations.

(2) Many shifty-eyed characters have gone into the meat business. They buy from farmers, stop livestock trucks on their way to market, or buy the animals after they have reached the terminal stockyards. Then they usually truck the animals as far as 75 miles out of town, to slaughter them in old warehouses, shacks, or even on deserted roads. All the valuable by-products are wasted, and the chances are the meat was slaughtered under unsanitary conditions. To safeguard your health, demand to see the Federal Inspection stamp on the meats you buy.

(3) Meat slaughtered under Federal sanitary inspection, graded by government graders, still isn't safe from the quick-money boys. If unscrupulous handlers obtain control of it, no one can buy it from them without "tipping" them on the side, in addition to paying the legal ceiling price.

Consumers can do a lot in stamping out the illegal sale of meat. Here's how:

(1) After March 31, all meat offered for sale must be stamped with permit number of the slaughterer. This stamp is issued only to legitimate operators. All meat moving through wholesale trade channels must bear in addition, a grade stamp. Be sure all meat you buy comes from a carcass which carries the necessary stamps. If you seriously doubt the legitimacy of the meat, ask your grocer or butcher to show you the wholesale cut from which your meat came, and look for one or both of the stamps. If he refuses, or if the stamps are not there, you can report him to the nearest office of OPA.

(2) Don't pay more than the ceiling price for meat. Don't let the butcher justify his higher prices to you by saying he is selling "prime" meat. That grade is out for the duration. Only meat grades now on the market are Choice, Good, Commercial,

Utility, Cutter, and Canner. Very little of the grade "Choice" is on the market; most of it is Good, Commercial, or Utility.

Remember: Black markets can't exist without customers. Consumers who refuse to buy their meat will help kill them.

HOLD THAT LINE AGAINST INFLATION

Inflation is a simple matter of more money and less goods. It's a chronic wartime condition. The "more money" comes from the boom in wartime employment; the "less goods" result when materials are siphoned away from civilian products to fighting equipment.

Between August, 1939, and October 1942, the cost of living rose 20.7 percent. In the comparable period of the last war, the cost of living rose 32.2 percent.

That difference of 11.5 percent may be attributed to the foresighted drastic braking action taken by the government against inflationary trends. That action consisted of price control, wage control, taxation, longer hours of production, and rationing. That's our line against inflation. It's up to us Americans to hold that line, to keep living costs from rising higher.

Said James F. Byrnes, the Economic Stabilization Director: "The situation today in many respects is potentially more dangerous than it was during the last war. In the last war we were obliged at the peak to devote only slightly more than a quarter of our output to war, while today we are already putting nearly half of our output into our war effort. . . Higher prices and higher wages will not enable us to buy more canned goods or sugar, because those goods are rationed. They will not enable us to buy automobiles or electric refrigerators, because these articles are not for sale. They will simply cause us to outbid each other in grabbing for the food and goods available. Higher prices will not help the merchant or farmer, but they will make unbearable the burden of the woman who has \$50 a month upon which to live while her husband is at the front."

POINTS AS WELL AS PENNIES

Last month 120 million consumers registered for War Ration Book II, containing stamps for the purchase by point rationing of canned and processed foods, dry beans, peas and lentils, dried and dehydrated soups, meat, cheese, and edible fats and oils.

Beginning March 1, individual rations of 48 points a month are allowed for canned and processed foods. Before March 29, when meat rationing begins, points will be announced for all fresh, frozen, cured, smoked, and canned meats and meat products, derived from beef, veal, lamb, mutton, and pork; also for canned fish and canned shellfish, the most important natural and processed cheeses, and most edible fats and oils.

The red stamp, A, in War Ration Book II will be used for these foods. It will be worth 16 points. Foods are given low or high points in accordance with their abundance or scarcity. These point values of foods may change as supplies change, and will be announced in the newspapers.

Families living in remote areas, or with transportation problems that make it difficult to market as often as once in each ration period, may apply to their local War Price and Rationing Board for permission to buy up the full value of all the points in all the ration books of the family.

If you pay points for a can of food, and find the contents spoiled, return it to the store from which it was bought, and change it for a can of the same food in good condition or a can of food that has the same point value.

Processed foods are also rationed to restaurants, hotels, and other eating places, on the basis of the amount of foods used and the number of persons served during December 1942. That means people who normally eat at home but use up their points at home, and then eat out, are chiseling on the meals of people who have to eat out regularly, such as war workers or people living in quarters without cooking facilities. So budget your points carefully, and make them last the month.

TIPS TO HOUSEWIVES.

Here are 7 tips from home economists of the Department of Agriculture, to help you get your money's worth and coupon's worth:

1. For good nutrition, make point-rationed foods fit into planning of balanced meals . . . don't duplicate what you can buy fresh.
2. Read the label for all it can tell about quantity, quality, ingredients, and use.
3. Choose the size of can most economical for your use. As a rule, 16 ounces, or 1 fluid pint, or 1 pound, will fill 2 cups of the kitchen measuring size.
4. For efficiency, buy the quality for your purpose. You don't need Grade A, or Fancy fruit to cut up in salad or pie. On the other hand, you may want a high grade where looks and perfection count. Canned citrus products must be grade labeled according to U. S. Government standards.
5. At home, put processed foods where they will keep best until needed. Store tinned foods where it's dry to prevent rust and spoilage. Store foods canned in glass in a dry, dark, and cool place. Keep dried fruits cool. Keep quick-frozen foods solidly frozen till needed. These foods should not be kept too long in a mechanical refrigerator, even in the freezing compartment.
6. Cook all foods quickly, to hold vitamin content. Heat destroys some vitamins, particularly vitamin C and the B vitamin known as thiamine. Canned vegetables are already cooked and need only to be brought to boiling at the last minute to be served hot.
7. Use all good juices - waste none. Liquids in can or jar contain a good amount of the vitamins and minerals of the food... Use vegetable juices in sauces, gravies, soups. Use fruit juices as sweetening for desserts.

RATIONING POLICY

Prentiss M. Brown, Price Administrator, has promised to relax rules on rationing whenever possible. "Not a single OPA restriction is going to last one minute longer than is necessary. On the other

hand, I think in all fairness I should say that no essential OPA measure will be relaxed prematurely, if the result would impede winning of the war."

In carrying out this policy, Brown relaxed tire recapping rules, allowing car owners to have their tires recapped freely, without applying to their local boards for permission. This should reduce demand for reclaimed rubber passenger car tires — called "war tires" — which are being made in limited quantity, and have been reserved for needed replacements on cars with a mileage ration of more than 560 monthly.

The gasoline rationing order has also been amended. Anyone who has to drive to and from work, and whose B ration is insufficient, may apply for a C ration book, provided the car carries as many persons as possible. File applications with local boards. District or State OPA offices will have final decision on the applications.

DOLLARS-AND-CENTS CEILINGS

Prices that stay the same in all stores of the same class, are being set for many foods. Such prices make it easier for consumers to plan their food budgets; make it easier to enforce price control regulations.

In a major move against black markets, OPA has given specific price ceilings to pork. The entire country has been zoned, and a chart drawn up to show how much the ceiling prices for all cuts of pork shall be in each zone. On and after April 1, every woman in every city, town and village of the United States will know at a glance the maximum price in cents per pound that any butcher can charge her for pork.

Dollars-and-cents ceilings on beef will be tried out in the OPA's West Coast region before being issued on a nationwide scale.

Here are other foods for which dollars-and-cents ceilings have been set at the processor, packer, or wholesale level, but

CG News Letter

March 1943

Published by the Department of Agriculture in cooperation with the Office of War Information, Washington, D. C.
Prepared by Food Distribution Administration •

which may legitimately vary at the retail level. You may call your local War Price and Rationing Board and ask what the highest retail prices for these foods should be, and then make sure you aren't charged more:

Butter	Canned oysters
Frozen fish	Maple syrup
Canned grapefruit	Eggs
juice	Peanuts
White potatoes	Corn milling prod-
Dry onions	ucts

Fresh vegetables went under price control on Feb. 23, just after point rationing went into effect. Until other ceilings are established, no dealer may sell the following fresh vegetables at higher prices than he charged between Feb. 18-22, 1943 (except in areas where special adjustments have been made to equalize costs and protect supply): tomatoes, snap beans (green or waxed), carrots, cabbage, and peas. Prices for lettuce and spinach cannot be higher than they were between Feb. 20 and Feb. 24. Only sweetpotatoes, of the items common on daily shopping lists of American housewives, are still uncontrolled.

This and That

●Alarm clocks in the new "War Time" style may be available by April 1, to relieve the current shortage of these "tools" of production.

●The age when a child becomes eligible for a coffee ration stamp has been lowered from 15 to 14 years.

●Thousands of cars and trucks were destroyed by the corrosive action of anti-freeze solutions made with inorganic salts or petroleum distillates. WPB has prohibited the manufacture of such harmful solutions.

●The number of styles and fabrics for men's, women's, and children's knit underwear have been reduced 75 per cent by WPB. This is a preliminary step toward establishing specific dollars-and-cents prices for these garments.

●Baseball is assured another inning this spring. The sport was all but struck out by wartime demands for critical materials with which baseballs are normally made, but it has been saved by the manufacture of a new baseball in which a golf ball core has been substituted for the critical cork center.

●There will be adequate wool clothing for civilians next fall and winter. The WPB has doubled its quotas of wool allocated for production of essential civilian goods.

●Prices have been set for sales of oleo-margarine in Oklahoma. Oklahoma previously had a 10-cents-a-pound tax on oleo, but this has been lifted. Wholesalers may add 3 cents a pound markup to net cost, retailers a 4 cents a pound markup.

CONSUMER CALENDAR

Mar. 1.—Blue coupons lettered A, B, and C in War Ration Book II good for rationed canned goods and related food items during March, according to point-value chart for the month.

Mar. 16.—Sugar ration stamp No. 12 (5 lbs.) valid through May 31.

Mar. 21.—Gas ration coupons A4 expire. Watch your newspaper for value of A5.

Mar. 21.—Coffee ration stamp No. 25 (1 lb.) expires.

Mar. 22.—Coffee ration stamp No. 26 (1 lb.) good till April 25.

Mar. 25.—Blue stamps D, E, and F in War Ration Book II good through April.

Mar. 29.—Red stamps A (16 points) for meat, cheese, edible fats and oils, good.

Mar. 31.—Tire inspection deadline for "A" motorists.

All Mar.—Shoe ration stamp No. 17 good for one pair of shoes till June 15.

	<u>Coupon No. 4</u> <u>good until—</u>	<u>Coupon No. 5</u> <u>good until—</u>
Fuel oil:		
Zone A.....	April 17	March 11
Zone B.....	April 12	March 8
Zone C.....	April 6	March 7
Zone D.....	April 6	March 7

74
d422e
Cop. 1

LIBRARY
CURRENT SERIAL RECORD
APR 16 1943
U. S. DEPARTMENT OF AGRICULTURE

Consumers' guide

April 1943



Food for fighters

"Hit meals" for hard hitters

Out of the same food basket comes Navy's rations and civilian rationing

HERE'S a story about food consumers.

These consumers live on rations, even as you and I. We are rationed in order that they can have their rations. *Their* food and ours come out of the same Nation's food basket.

Not so many months ago these food consumers, youngsters most of them, were pulling up to the dinner table in a farm home, or grabbing a sandwich at a coffee pot around the corner from the town filling station, or bringing home from the office to a city apartment a bag full of groceries for the little wife to cook.

Let's see what our rationing here means to *this* group of food consumers, now.

Take it from Capt. C. W. Fox, Supply Officer of Aircraft Carrier X. Captain Fox's job is to feed the ship's crew. He draws his supplies from the vast resources that Admiral William Brent Young, Chief of the Bureau of Supplies and Accounts, U. S. N., accumulates from the farms and factories of the country for use on all ships that sail to battle. The Admiral and the Captain know what rationing at home means to "rations" in their language. So does every man, jack, and boy aboard Carrier X. These Navy menus to some might sound sumptuous but—anyway, here's a day in the South Pacific. Some of the food we did not get at home was there.

It's last August aboard Carrier X. The ship has slugged it out with the enemy from the Aleutian Islands to the South Seas, and it is still slugging.

The sky is overcast. The waters are dark. In the strict, crisp language of the Navy, Captain Fox reports on the days preceding August 21.

"General knowledge of the situation and a southerly course indicated the South Pacific as our theatres of operations. We proceeded south in radio silence. Maintained constant air patrols as a protection against submarines. Scouting flights during daylight hours to search for the enemy. All battle stations were manned. In other words, we were ready to fight."

So Aircraft Carrier X, "lightning rod" of the task force, ploughs on through horizons. Scout planes from its decks search across still more distant horizons for the enemy they know they inevitably will meet.

After several days under way the squadron moves into battle. Supply Officer Captain Fox reports:

"Destroyers were refueled from larger ships which, in turn, refueled as necessary from the tanker. . . . refueling operations were conducted while the ships were under way, provisions and stores as required were transferred by breeches buoy to the destroyers."

Cookies—and oil

Stern stuff, this refueling of ships on their way to fight to the death at no one knows what hour. The Captain carries on his terse story.

"Due to their limited facilities and rough going these opportunities were usually embraced to transfer ice cream and cookies for all hands aboard, too."

Those cookies and that ice cream mean plenty to the men on ships of all sizes. On a ship like Aircraft Carrier X ice cream and cookies are always on hand. Smaller ships do not have facilities for large bakeries. They get these treats from the larger ships and the night before contact is to be made with small boats the big ship bakeshops run all night.

The regular daily output of the bakery is 2,000 loaves of bread, 10,000 spiced cookies with raisins, along with pies, biscuits, coffee cake, and desserts. There is always food on hand for all hands at all times, Captain Fox explains. Roast beef is usually served at least twice a week. On those days it goes in the oven early. By 10 o'clock, when it is taken from the oven to go on the electric slicers, the inimitable aroma spreads throughout the ship, and as it does the line forms at the bakery where all who want take a couple of slices of bread, pass by the slicer for a couple of slices for a hot roast

beef sandwich. "Handouts" are available to all men at all times of the day and are regarded as either an hors d'oeuvre or a healthy sample of the sturdy meal promised at noon. "These men are young and all growing," Captain Fox says. "They need plenty of good food and we want them to feel that they can go to the galley or bakeshop on board, as they did to the pantry at home, and keep their robust appetites satisfied." A steak dinner, real individual steaks with fried eggs—which, by the way, is the sailors' choice as number one on the "hit meals"—and chicken or turkey are served once each week.

As the day of the big fight draws near the mention of food, the importance of food reoccurs again and again in the Captain's account. And on the day of battle food takes its place along with ammunition and planes in winning the fight.

"For 3 days we had had contact with the enemy and by nightfall of August 23 we knew that three enemy task forces spread over about 150 miles were converging on the Guadalcanal area. At 3 o'clock in the morning all men were given a big breakfast—orange juice, cereals, baked pork sausage, fried potatoes, bread and butter, and coffee. General quarters sounded. That is the call to battle stations. Battle stations on a carrier still make allowances for keeping food for the fighters available. The galley and bakeshop crew is divided into two watches and during general quarters one watch is assigned to ammunition parties and damage control parties whose work is to fight fires, remove the wounded, and put in order damage done by enemy hits. The other half continues on duty in the galley.

"All through the day men stayed tense at their guns. There were intermittent reports that they were separated from the enemy by less than 150 miles. Throughout the day as they scanned the skies and the seas the meals were served at stations. These were brought up in paper bags—an apple or orange, cold meat sandwich, and



SAILORS get their lunch where it finds them during general quarters on a U. S. fighting ship. Here a flight deck crew piles into theirs on their way to Africa.

coffee and cookies. No one was hungry when Jap scout planes were sighted by fighters from the ship some 20 miles away. The scout planes were shot down. Our pilots reported that our force was clearly visible to the Japs before they were downed. We knew the enemy scouts had radioed the information before they fell."

Captain Fox's men, alert, healthy, and well-fed, were ready for the zero hour which he vividly tells in the formal language of war—"Thus in spite of approaching darkness, at about 4:30 p. m., our attack group was launched. Hardly had half our planes been launched when a very large group of enemy planes were reported closing in. Our fighters went out to intercept the enemy planes, and made contact about 20 miles abeam. They attacked

the enemy group consisting of approximately 80 planes believed to have been the groups from two Jap carriers. Though our fighters shot down many enemy planes those remaining in the air continued to come in.

"All their torpedo planes were destroyed but the remainder of the enemy aircraft approached the ship, heavily engaged by our fighters and now by anti-aircraft fire. About 30 dive bombers fanned out 12,000 feet above us and began their dives with our fighters on their tails. It is estimated that about half this number completed the attack, and not less than 15 bombs were released. Our fighters destroyed 29 and the anti-aircraft fire from the ships accounted for approximately 20 more of the enemy planes.



THOUSANDS of cookies—8,500 at a Naval Air Station for one meal—is part of the output of this Marine baker.



BUTCHERING beef for the Navy, this sailor carries on his peacetime occupation.

"For awhile we were in serious difficulties, and there were casualties. It was at this time that our long days and months of training against just such an emergency bore fruit. The damage control parties worked efficiently and untiringly until the fires had been extinguished and other necessary corrective measures effected."

It takes men in prime condition, men kept strong in body and nerve, to wade in, clear the sky of enemy planes, and take the raps of bombs. Hungry men can't do it, nor can hungry men have the morale indicated in this passing bit of conversation which Captain Fox heard during the lull in the attack. Hits and near misses both shook the ship with their terrific impact. The ship was just steadying after an attack. As the Captain passed the Radio Room, one of

the operators calmly looked up from his work and remarked "Gee, these Japs are a menace, ain't they?"

It takes more food than just plenty on days of battle to build the stamina of a courageous fighting crew. "It is the theory of the Navy," said Captain Fox, "to feed the men when they are hungry. They are youngsters and they burn food just as an engine burns fuel." That's why it takes 5 to 7 tons of food to feed the crew of Aircraft Carrier X a single day. And there is variety in those 5 to 7 tons. Gone are the early days of our Navy when the first ration law prescribed the kind and quality of food per day on each day of the week. A monotonous diet it was of salt meat, hard-tack, dried beans, or peas, rice, cheese, molasses, butter, potatoes, and turnips, if available, which never varied from week to week. Gone too, are the "Meatless Wednesdays" of the Navy.

Rear Admiral William Brent Young, who as bureau chief is responsible for the procurement, storage, issuing, preparation, and service of food for the Navy, gives an idea of how much food is required in the

aggregate to set up the menus. During the current fiscal year it is estimated that the Navy will purchase 250,000,000 pounds of fresh beef, as well as many million pounds of other meats and poultry. The Navy's standard grocery list includes over 100 items, from which will be purchased 59,000,000 dozen eggs; 57,000,000 pounds of butter; 19,000,000 quarts of fresh milk; 10,000,000 pounds of cheese; 566,000,000 pounds of Irish potatoes; 33,000,000 pounds of fresh tomatoes; 102,000,000 pounds of oranges; 101,000,000 pounds of apples; 39,000,000 pounds of grapefruit, and 15,000,000 pounds of lemons. It is estimated that 5,000,000 gallons of ice cream will be served throughout the Navy during 1943 as ice cream is a favorite dessert of the American sailor.

Some idea of our Navy's consumption of coffee may be obtained from Captain Fox's statement, "We consume approximately 300 gallons of brewed coffee daily on Carrier X. It is available with milk and sugar for all hands 24 hours every day, even on watch stations where it is sent in vacuum jugs.

"When at sea it is necessary to use evaporated milk. This milk is packed in the conventional small tins, and of course a large number of these small tins is used daily. One lad found this a tiresome and somewhat difficult task because unless he used utmost care he was liberally sprinkled with milk which squirted from the tins. Having an inventive turn of mind he developed a device for perforating the tins rapidly—a simple boxlike device with three sides, and fitted with a hinged spring-top with two steel screws sharpened to points which protruded one-half inch from the under side, so spaced as to perforate the tins uniformly and simultaneously. This unique perforator, easily made on board ship, has been adopted and placed in use on many ships. This same boy also developed a coffee dispenser with automatic spigots so that the men in passing with their mess trays in one hand could draw coffee with the other by simply pressing their cups against the automatic spigots. In addition to being a first-class cook, this boy was a real sailorman—he was killed at his battle station."



"CHOW" is hearty fare, served cafeteria style. These sailors are enjoying steak, corn-on-the-cob, succotash, ice cream, cake.



COFFEE spells a morning respite for these gobs. It's their favorite drink and a-brewing all day long.



A HANDOUT at the galley window is standard between-meal stuff for this off-duty crew of a U. S. destroyer afloat.

Black markets are a disease

They prey on our health, purses, and food supplies . . . and sentence our soldiers to death. Patronize them and you hurt us all

THIS is not a pretty story. It's a story of soaring prices, stolen ration books, food bootleggers, hoarders—and hungry soldiers. It's a story of America's first real taste of black markets. We've sampled them in meats, tires, gasoline, sugar, and most every other scarce item. One report even indicates a black market in second-hand bed springs.

You've seen them. They're 90-cent-a-pound steak, 60-cent hamburger. No meat in one store while another across the street has all you want—at a price. The spot where, it's whispered, you can get a little extra coffee, a few gallons of gas without coupons. The man who just happens to have an extra tire he'll sell to you for old times' sake, plus an above-ceiling price. The shady character who has a "few" extra ration books, either counterfeit or stolen, that he'll sell if you know the right people.

Some of us seem to think the "good old days" of prohibition have returned. That it's smart and a bit romantic to have our bootlegger, who'll open the door at the right word, or sell us wholesale lots of rationed goods on the sly.

These black markets, though, are one of the best methods we can use to help the war effort—Hitler's war effort, that is. Every illegal purchase you make, no matter how small, is a surprisingly effective shot in the back at one of our own soldiers.

That extra steak you bought, for instance, multiplied by the millions of other steaks, chops, and roasts which have moved through black markets, has caused shorter rations for fighting men all over the world. It has brought a near-collapse of livestock marketing machinery in the United States. It has helped lengthen the war.

Because a surprising number of people have been willing to pay any price to get more than their share, cheats, chisellers, small-time crooks, and major gangsters have moved in to supply that demand. We can't talk now about preventing black



BLACK MARKET butchering often is done in dirty, abandoned farm houses, germ-ridden. Hides and nutritious variety meats are left to waste and rot.



THIS PORK, in a Cedar Rapids, Iowa, plant, has passed the rigid U. S. inspection and is receiving the stamp that guarantees cleanliness and quality to the consumer.



THIS BACON came from a legitimate market, was bought under ceiling, and, cooked in this clean kitchen, will go forth to please the palates of this restaurant's lucky patrons.

markets. We have to talk about stamping them out. Unless they are stamped out, the thoughtless citizens who have helped build them will discover they have created a Frankenstein. Already it takes a strong man to resist him.

Take the case—as the packer and his friends detailed it to me—of a Cleveland meat packer and his recent visitor.

A man walked into packer's office carrying a suitcase, which he hoisted to the desk without ado. And when the packer expressed his surprise, the visitor explained. It seems that this suitcase varied a bit from the ordinary run of bags, in that it contained \$75,000 in cash. Said cash to belong to the meat packer if he would agree to sell the visitor some beef. Ceiling price for the beef, of course, would be paid legally. The \$75,000 was to be just a little "gift."

This packer, who reports he has been approached many times with similar though usually more modest offers, estimated that 90 percent of all the beef in the Cleveland area was moving through black market channels at that time. Unofficial estimates indicate that nearly 20 percent of the *Nation's total meat supply* was under the control of black marketeers on March 1. Legitimate meat packers, as a result, were unable to supply honest civilians with meat and at the same time pack anywhere near the amount needed by Army and United Nations' buyers.

During the month of January, receipts

of livestock at the Cleveland Union Stockyards were 26 percent below January of 1942. Considering the increased numbers of animals on farms, the stockyards business was 40 percent below what would be expected. Not all those missing animals went to black markets; many were probably sold on other markets, but counter-balancing these were the numbers bought off the Cleveland market itself by black market operators.

On the day I visited the Cleveland yards, 413 cattle were offered for sale there. A careful check was kept on the purchasers, and a veteran cattle buyer for a reputable concern discovered that 101 of those cattle were sold to black market operators. They would be trucked out of Cleveland—perhaps as far as 75 miles—slaughtered illegally and brought back to sell at exorbitant prices.

Shady buyers have traveled the country roads in dingy trucks, buying live animals from farm to farm.

"Any cattle for sale today?" he asks, pulling out a roll of bills. "I have a customer. Man who's starting up a country place. He wants a few cattle. They don't have to be the best, and he's willing to pay pretty good prices for them."

The farmer reflects. "Well, I do have one dairy cow I don't need. But she's not much good, sort of sickly. Then there's that one Hereford steer that never did gain like the rest of the bunch. Want to look at

them?" The farmer has no way of knowing whether the dealer is honest or not. It's a case of trusting all dealers or trusting none whom he does not know personally. So the animals are loaded into the truck. In a couple of days they'll put in an appearance in an unscrupulous butcher's showcase as "Prime beef."

Regular livestock truckers on their way to city terminal markets come to a stop before turning onto the highway and a man approaches. "Where to, buddy? Stockyards? Why go all the way in? I'll give you \$16.75 right here. Have my own plant just up the road a piece." Again the roll of bills in the palm.

Cattle are bringing only \$15.50 at the stockyards. No use to wheel clear through town. The chap looks honest, and besides he's paying cash on the line. "O. K., friend. They're yours."

Aged animals, diseased stock, or healthy animals are all one to many of these operators, operating in secrecy, often hurriedly and at night. It is easy to see why many black marketeers may do their slaughtering beside a deserted country road or in a vacant building. Many of the valuable byproducts—hides, livers, hearts, heads—are wasted, and every rule of sanitation in the book is ignored. Public health officers all over the country spend sleepless nights thinking of epidemics which may be just around the corner.

Even meat slaughtered under Federal inspection is not spared from the black marketeers. The system here is price-ceiling violation, of the variety suggested by the "gent" who offered the \$75,000.

Individual buyers and sellers have developed their own interesting but highly illegal methods of paying above-ceiling prices. Joe, the prospective buyer, may bet Sam, the wholesale meat man, \$50 that Sam can't jump over a hat placed on the floor. Sam takes the bet, hurdles the hat, pockets the \$50. Then, because he and Joe are friends, Joe is sold a few sides of beef, for which he pays the legal ceiling price. All on the up and up, you see. Just a friendly little bet—has nothing to do with the meat sale. But just try going in that cooler to buy beef without the bet. You go outside around the corner and learn the ways of the world, then back to the cooler to try again.

This theme has any number of variations, of course. Two- and three-figure bank notes appear mysteriously in the pockets of the meat sellers, or in the sawdust on the floor. Maybe the deal has

already been taken care of the week before, at the club. Some wholesalers have even charged "admission" to their coolers.

The consumer pays the bill, of course.

Perhaps you've questioned a fantastic meat price. Steak for which you paid 40 cents a pound last summer now boasts a 75-cent marker, and you protest. But the butcher is ready for such questions. "This steak, lady, is Prime beef. My ceiling prices of last summer were for commercial stuff. This is top-grade beef, so it's worth more."

It certainly is, if it's really "Prime" beef. If it's Prime, in fact, it's one grade above today's best, for there is no meat now being officially graded as Prime. Don't let him fool you. Chances are his meat is either the same grade he sold last summer, or even lower. Meat grades are Choice, Good, Commercial, Utility, Cutter, and Canner. There's very little Choice, and most of the meat in butcher shops falls under the Good, Commercial, or Utility classifications. It's against the law to charge a Choice price for a Commercial steak.

It's all been quite confusing in the past, for you've often been unable to tell when you were buying black market goods. Ceilings have been a personal affair for each grocer or wholesale house. Anyone has been able to buy any number of live animals with no questions asked as to what he intended doing with them, and no way of checking where they went.

But the tables, are turning. Each dealer in live animals must now be licensed, and no one may slaughter an animal for the sale of meat unless he first obtains a permit. Rationing, while severe, will help us each to obtain our rightful share of the meat. Standard ceilings are replacing the individual price levels.

It would have been better if they could have arrived earlier. But rationing and other restrictions are oddities in America, and the person who sets up such rules is treading an uncharted path. It's not the American custom to limit the amount of food a person may eat, the number of miles he may travel, or how many pairs of shoes he may buy each year. No one, consequently, knows all the answers on how to do this limiting job now that it's become a temporary necessity. We can't copy Britain, for our conditions are quite different. We must form our own policies, then change and amend them as practical experience dictates. While these fair methods are being worked out, dishonest

persons have done all they could to get rich in a hurry at your and my expense.

These rules *will not* stamp black markets out overnight. The program, of course, will not function completely at once. But the start has been made, and the fight against black marketeers will gain speed each day and each week. *Black markets as a major enterprise will be eliminated. How rapidly depends on how well all of us cooperate.*

You've heard a lot about the farmer's part in all this. Of how he butchers animals in his barn, sells the carcasses to truckers who come in the night, then goes to bed with a bulging sockful of money. It's a beautiful story, but it lacks any great amount of truth. Some farmers undoubtedly are involved in black market deals, but most of the business is done by the shady dealer, the chap who may be a junk dealer today, and a meat dealer tomorrow—any business which promises quick profits and not too great a risk. Farmers have had no way of knowing what happened to their livestock after it left.

However difficult to place the blame, the results are easy to see. Many of us could get no meat before rationing came and it's no secret that our own Army buyers have been unable to obtain all the meat they want for our boys here and abroad.

If such practices were to continue, it might bring about another Bataan with its tragic last message—"Lack of food proved our undoing!"

But they need not continue. We *can*

break up black markets. New regulations and price rulings are even now being issued, and more are planned, to make life extremely uncomfortable for chiselers.

There's a battle station for you. You can help see to it that rules are enforced.

Don't be tempted into using an illegal ration book. Any ration book other than the one issued to you and your family or boarders is illegal as far as you are concerned. Don't use your neighbor's. Report the chap who has an "extra" he'll sell you. And the grocer who offers to sell you rationed goods without a coupon is hurting both himself and you.

It's not easy. It takes will power and a big spark of that commodity called "patriotism," to decline when a friendly grocer telephones your home at night with the query: "Do you want to buy a case of salmon, sardines, lima beans?" Perhaps you figure someone else will take it if you don't, so you might as well accept.

Maybe someone else will take it. But there's a chance no one will, and that case that's left for legal distribution will free another case of food to be sent overseas for your boy's mess kit.

Play the game, and help your neighbor play it square. You'll not be the only one, for remember this country of ours is home for a good many million decent folk. That's why we're willing to fight for it. Let's work *with* our neighbors now—lest we work *for* the Nazis tomorrow!

BABY BEEVES from the West wait to be looked over by buyers in Kansas City. Chances are these will go through legitimate channels, unless a crook wins the bid.



How to put points in your pantry



MRS. SAGACIOUS HOUSEWIFE finds herself and her country in the middle of global war. Her country has millions of fighting men and fighting Allies—all needing food. Mrs. S. H. has a husband and three young children, also needing food. How to do it on points is her problem.



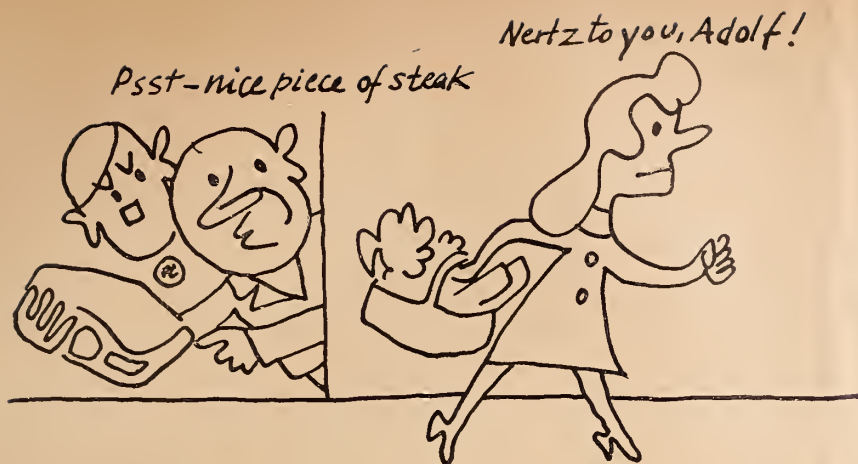
A POINTS CHART in the pantry controls the length of her shopping list. She clipped it from the newspaper and keeps it always up-to-date. Once a week she plans meals, lists rationed foods her family needs, selects them for food value as well as points. She watches her points so she won't run short at the end of the month.



CEILING prices must be posted, or Mrs. Sagacious Housewife won't buy. She won't pay more than the Ceiling Price, either. She knows inflation can wreck her budget, her country, and even lose the war. Ceiling prices and rationing assure her family of its share of the food supply. She watches them like an owl, to be sure they don't jump out of control.



SHOPPING early in the week makes menu planning easier, helps grocers, too. She's heard about the 500 percent turnover in grocery clerks, so she helps by always carrying ration books, never offering loose stamps, and always adding points as well as price.



BLACK MARKET chisellers who try to sell her rationed foods without coupons, do so at their own risk. She reports them promptly to the War Price and Rationing Board, or nearest OPA office. She'll stretch her family's ration of meat by adventurous cooking rather than by adventurous buying. Rationing regulations are her manual of arms.



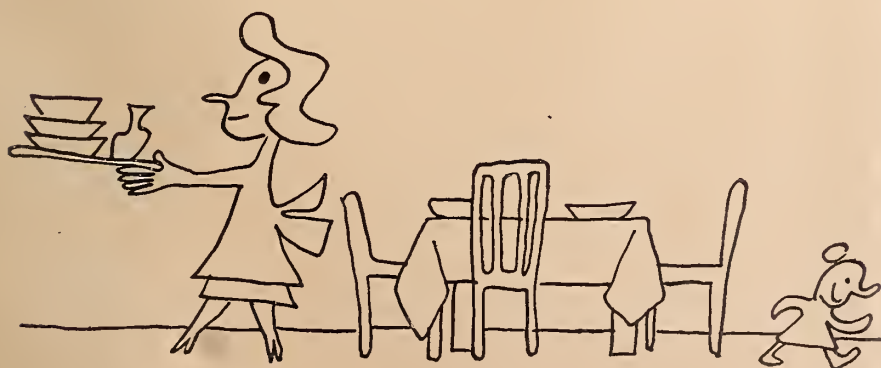
FRESH fruit and vegetable counters mark her first stop. She serves them raw in salads, or cooks them so precious vitamins are not lost. They're chockfull of minerals and require no points.



HOARDERS are Hitler-helpers. Mrs. S. H. buys only as much food as her family needs. She never wastes it, but prepares it carefully, stores it properly. She chooses the size of can most economical for her use, knows how many portions they yield.



GREEN grow the vegetables in the Victory Garden of the Sagacious Housewife. Berries, too, and fruits in season. The whole family digs in. No ration stamps are needed for the harvest they gather, nor for the jars of food Mrs. S. H. preserves.



MEAT, canned fish, cheese, fats and oils are a challenging combination to add together and divide according to points. Nonrationed cereals, flavored cleverly, will spread them far, and still provide nourishment to give the family pep. Mrs. Sagacious



Housewife is ingenious with meat substitutes. She balances her menu, checks it for vitamins, and measures its success by the way the family cuts up after the meal. She saves fats to send to war, to make gravies and to give that meaty taste to starchy dishes.

Food fights at home

National Nutrition Program launches its spring offensive against "hidden hunger," to combat dangers in a scarcer food supply



SHOPPING lists and ration books, pots and pans, and the Nation's cooks—that's what wartime nutrition, good or bad, is made of.

Key person in the spring campaign against "hidden hunger," now being launched by the National Nutrition Program, is the homemaker. It's up to her to see that the home front wins "better health and speedier victory through proper nutrition."

Local nutrition committees can help her. They can give her tips on selecting, preparing, and serving her family the right kind of meals. But she's the one who does the work, who shops and prepares and cooks the food that either builds bone, nerve, and tissue—or doesn't.

The National Nutrition Program of the Office of Defense, Health and Welfare Services, is a going concern. For several years now, it has been working with the official Nutrition Committees in every State and their local committees, to spread the gospel of eating for good health throughout the Nation.

Until recently there was plenty of many kinds of foods. What the Nutrition Program aimed to do was educate people to eat the right kinds.

Now the food situation is different. Only with a conscious effort will the homemaker be able to provide her family with

a good diet. To do it, she needs knowledge and skill. She has a part to play in the diet of her neighbors, too. To let them get an even chance at a good diet she must take only her family's fair share of the U. S. A. food supply. She won't be able to do otherwise about rationed foods. But she will be on her honor to do so when she buys unrationed foods—no matter how small her family's portion.

Seeing that she gets the information is the job of the National Nutrition Program. Its myriad local committees will stage food demonstrations, to show community groups how scarce foods can best be used, and to suggest alternate foods that give comparable food values.

Seeing that she gets the foods, is the job of several other agencies. The OPA's price ceiling and rationing orders insure her family a share in the Nation's supply. She'll be given lessons in point rationing every time she enters a grocery store. It's up to her to follow the regulations, and thereby help enforce them.

The Food Distribution Administration of the Department of Agriculture is also concerned with seeing that the housewife gets the kinds of foods that keep her family in good health. It has set up a Civilian Requirements Branch, headed by Dr. Russell Wilder from the Mayo Clinic, a physician nationally known for his interest in nutrition. Dr. Wilder's branch is responsible for making known civilian needs for food to those who decide how the allocations of supplies shall be made between civilian and military or lend-lease claims.

First recommendation to come from Dr. Wilder was aimed at our most basic food—bread. He urged that enriched bread be required to contain at least 6 parts of skim milk solids to 100 parts of flour, so that the civilian population would be assured that this standard commodity could be fully depended on to contribute to good nutrition.

At present, Government orders and standards for enriched bread call for the use of 3 parts milk or skim milk solids to

100 parts of flour, and the addition of specified amounts of at least 2 vitamins—thiamin and niacin—and one mineral, iron, to white or near-white flour. As soon as adequate supplies are available, riboflavin also must be added.

Besides working to assure the homemaker that the products she serves on her table contain the maximum in food value, the Government is working to see that enough of the right kinds of food are grown. Its plans extend to the farmlands, where farmers are being urged to plant crops with high nutritive values, such as beans, peas, potatoes, and sweetpotatoes. They can be grown economically, and sent to market at low cost in labor and with little or no transportation problems.

It's O. K. to plan. It's fine to make sure on a national scale that the right kinds of grains, fruits, and vegetables will be raised, bread enriched, and food shared by all. But it still doesn't mean we'll have a healthy civilian population. The job still comes down to Mrs. Homemaker.

She's on K. P. duty for the Nation. She should spend her points on foods of high nutritive value, and use fresh fruits and vegetables, cereals, milk, and other non-rationed foods to build up hearty meals. She should cook these foods so that they retain the maximum amount of vitamins and minerals. Otherwise, we might be in for serious trouble.

That's why homemakers must know their Vitamin A, B, C's. No self-respecting cook can sit down and decide how she will spend her family's ration points until she knows the fundamentals of good nutrition.

An easy way to remember them is to pin up the new chart that the National Nutrition Program has prepared. Clip it from this page and hang it near your "Table of Point Values for Processed Foods." Then let it serve as your guide when you plan your shopping list.

There are some very solid reasons why you and your family should eat something

every day from each of the seven food groups listed in that chart.

First of all, did you ever figure out why you eat?

Sure, because you're hungry. But food does more than stop those hunger grumblings. It supplies the body with the stuff that makes for energy, for growth and repair of tissue, and for protection and regulation of the body functions.

For energy

Carbohydrates and fats supply food energy. The carbohydrates include starches such as macaroni, bread, and cereals, and sugars such as honey and candy. The fats include butter, cream, lard, animal fats, vegetable fats, and nut oils. They serve as fuel to make the human engine hum.

For growth and repair

Your body needs more than energy foods to keep it going. It needs foods rich in protein for growth and repair of worn tissues. Almost all foods contain some protein, but those that have it in largest measure are meats, fish, eggs, milk and cheese, dried beans, peas, and lentils. In the quantities we eat them, bread and cereals are also a good source of protein.

For protection and regulation

That's where minerals and vitamins come in. They have been compared to the spark plugs in an engine. If you don't get enough of them, you may be able to jog along, but you won't operate smoothly, at top speed.

Calcium and phosphorus build bones and teeth. Red blood cells need iron in them to carry oxygen through the body. Without iodine for the thyroid gland, serious disturbances develop.

Foods rich in minerals are usually rich in vitamins, too. And that's good. Scientists don't know everything there is to know about vitamins yet. But they know enough to know how vital they are.

Vitamin A is needed for general good health. Night blindness is a common symptom of a deficiency. Sources of this vitamin are butter, fortified margarine, eggs, cream, milk, sweetpotatoes, leafy green vegetables, and certain fish liver oils.

The Vitamin B family has several important members, chief of which are thiamin or B₁, niacin, and riboflavin.

Thiamin keeps the nervous system ticking properly. It has been called the morale builder, and it was seriously lacking in the average American diet until

it was put back into white bread. It is found principally in whole wheat bread and cereals, peas, beans, lentils, and nuts. Pork is also a good source.

Niacin is a factor in preventing pellagra, a disease common in the rural South, when people fail to get enough meat and milk and vegetables to eat.

Riboflavin helps the body resist disease, and is also needed for growth and vigor. Best sources of riboflavin are liver, kidney, milk, eggs, yeast, and leafy green vegetables.

Vitamin C is another "must" in the daily dietary. Oranges, lemons, grapefruit, tomatoes, cabbage, and other green leaves are best sources of this vitamin.

Vitamin D, the sunshine vitamin, is not plentiful in ordinary foods. The ultraviolet rays of the sun directly touching the skin enable the body of a human being to manufacture its own Vitamin D. People who work indoors all day, or who work in climates that do not have much sun, must get Vitamin D in foods. It can be added to milk and to bread. Cod-liver oil provides Vitamin D in concentrated form, and this is the way it is usually given to children and to nursing and pregnant mothers.

Wartime food rationing means we'll be changing some of our food habits. We'll be eating more bread and cereals, and less

meat. Those who can have gardens will be growing vegetables, and all of us will be using more fresh fruits and vegetables, because we can't buy as many as we used to in cans or in frozen form. We'll be eating margarine fortified with Vitamin A, unless we can get butter. But we can be healthy, without as wide a choice of foods, if we select wisely, with one eye on the seven food groups in the health chart.

Much of the food value we get from our meals depends on how they are cooked. Fresh, raw vegetables are rich in precious vitamins and minerals. Serve them raw in salads, or if you cook them, use as little water as possible. Cover the pan well, and cook no longer than necessary, as overcooking destroys vitamins.

You'll be watchful, too, about cutting down waste of food. You'll boil potatoes in their jackets, to save food and vitamins. You'll use drippings from meat for gravies, as a bread spread, and for shortening to stretch your rations.

And remember, war or peace, good nutrition makes for better health. Your own special spring offensive on "hidden hunger" can turn into an all-season campaign. Keep at it, and you can establish habits of good nutrition in your family that will outlast the wartime emergency and do lifetime good.

U. S. needs us strong—eat the basic 7 every day

For health—Eat some food from each group every day

Group one—Green and yellow vegetables, some raw—some cooked, frozen, or canned

Group two—Oranges, tomatoes, grapefruit or raw cabbage or salad greens

Group three—Potatoes and other vegetables and fruits, raw, dried, cooked, frozen, or canned

Group four—Milk and milk products, fluid, evaporated, dried milk, or cheese

Group five—Meat, poultry, fish, or eggs or dried beans, peas, nuts, or peanut butter

Group six—Bread, flour, and cereals, natural whole grain—or enriched or restored

Group seven—Butter and fortified margarine (with Vitamin A added)

In addition to the basic 7, eat any other foods you want

So what? we'll grow our own!

SO we're getting even less canned foods than we thought we would. So prices on the fresh stuff seem higher every time we go to market . . . and not many of them at that. So what? We'll grow our own!

Trains and trucks have sterner loads to carry now-a-days than iceberg lettuce and early strawberries. So let's pass the ammunition and grow our own spinach!

Last year 15 million Victory Gardeners did a grand workmanlike job, producing 6.5 million tons of vegetables. In backyards and vacant lots, in tiny individual plots, and impressive community acreages, from one end of the continent to the other, "Vitamin Factories" flourished. Backs ached and fingernails were ruined, but there was compensation in the pride of production, and zestful meals.

This year, the Department of Agriculture estimates, 18 million families will have Victory Gardens of one kind or another. Your choice will depend on where and how you live. Many cities, communities, and factories have Victory Garden committees. Get in touch with yours for advice and help in starting off. Even if you had a successful garden last year, don't scorn the experts. It takes more than one term in garden school to learn the ways of weather and insects. Besides, this year you must be even *more* careful not to waste seed and fertilizer, soil, and energy. If you can do more than you did last year, why not enlist as a Victory Garden Leader? This is war work, too, of the most vital kind. The Victory Garden Leader's Handbook gives detailed, practical suggestions for a community campaign to start the ball rolling, or shall we say the dirt flying and vegetables growing? Send to Office of Information, Department of Agriculture for it.

It's time to get started

When you read this it will be high time to stop mooning over seed catalogs and get to work on real plans. In some parts of the country, your garden, for better or worse, will be already planted, or even growing. But whatever the circumstances, you will probably be the first to admit there's still something to learn. So, if you are more or less on your own, these pictures should help.

Get the soil ready

No matter how small your patch of the good earth is or what you plan to grow, try to have it plowed first and enriched with well-rotted leafmold or manure—about a bushel for every 25 square feet. Then rake away all rocks and trash and break up the clods. And whatever you do, don't run your rows up and down hill, unless you want the first good rain to wash your garden away.



Put fertilizer in trenches 6 to 8 inches apart. Never allow more than a pound for every 30 feet. If the rows are only a foot apart, one-half pound is enough.



Mix thoroughly with the soil and cover about 2 inches deep. Remember, the fertilizer must not touch the seeds. Now you are ready to sow or plant.



You'll be proud of professional-looking rows. Use a garden line to mark them off halfway between the fertilized rows.

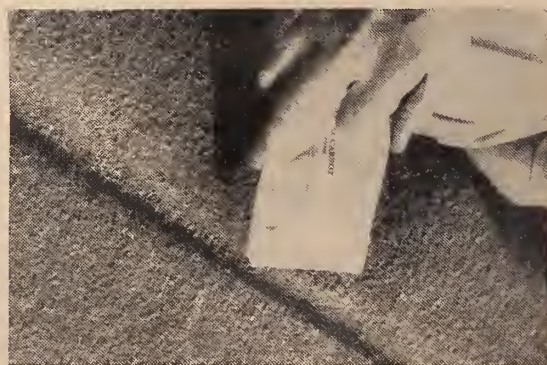
Know your seeds

Seeds, like folks, develop best in an appropriate environment. So before you plant, be sure you know what is best for the things you hope to grow. Some seeds must be planted in a scant half-inch deep powder-fine soil. Others do well an inch or more deep in just average crumbly earth. Some get the best start when planted in hotbeds or "flats" indoors, and there are a few which generally are planted in hills.



Big seed—deep trench

This trench for beans, peas, or corn is from 1 to 1½ inches deep, depending on the soil. The corner of a common hoe is the best tool for this. Keep depth uniform. Irregular depth or covering often causes irregular "come-up"—sure sign of a careless gardner. Drop the seeds evenly. Only greenhorns waste these and have to thin out tell-tale jungle later. Cover the seeds evenly and level the earth with the back of the rake. This will keep the soil from baking into a hard crust.



Little seed—shallow trench

This ½-inch trench in a smooth seed bed is for lettuce, spinach, carrots, kale, mustard, turnips, and other tiny seeds. Don't sow too thickly. Cover lightly with powdery-fine soil. You'll have to thin these before they grow very big.



Start some seeds in boxes

Tomatoes, peppers, cabbage, cauliflower, lettuce, and a few other vegetables do best when seed is started in boxes. Keep shaded until seedlings show.



Transplant to another box when they are around 2 inches tall. Space them about 3 inches apart. This second box should be kept in a sunny, warm place until the plants are ready to be set outdoors.



If tomato plants get long and leggy in their starting box plant them in a trench. Put the roots in the lower part of the trench and hold the top just above ground level.



Fill the trench one-half full of soil. Then water the plant thoroughly. After the water has soaked up, finish filling the trench. Press the soil down around the plant with your hands and level the row carefully with loose soil.



A narrow trowel is best for setting out cabbage and other short stock plants such as peppers, eggplant, and cauliflower. Make a wedge-shaped hole. Lift the trowel a little and insert the plant.



Weeds and grass can't get started if you cultivate early and often. That way you won't have to dig so deep and risk injuring delicate growing roots of the plants.



Insects and diseases can be blitzed on the double-quick if you're on the watch and control the situation early.

Agriculture has a free best seller

The all-time high in popularity goes to this little 16-page leaflet, *Victory Gardens*. The two million five hundred thousandth copy is now being delivered.



The Agricultural College of your own State has a supply of *Victory Gardens*. You'll stand a better chance of getting your copy if you write there. The office in Washington is snowed under with requests.

From them you can also get excellent publications from which you can learn how to outwit the brazen bug and the wily worm, how to make the best of the ravages of too much or too little rain or sun. You can get, too, instruction on ways to preserve the vegetables and fruits you don't eat this summer . . . how to get vitamins and minerals for the family stored safely away for next winter. Then you can laugh at "points" for canned goods, and be proud you've done a job for Victory.

As we reap, so will we eat

*But crops must be sown and cared for, if we are to have a harvest—
Volunteers wanted for the U. S. Crop Corps*

AN ARMY of harvest hands following the northward swing of ripening crops—that was the pattern of migrant farm labor in the wheatlands before machinery came. It remains the pattern in fruitlands and truck valleys and with all crops where there are no machines to do the work.

Perhaps that is why so many town and city dwellers incline to think of the farm-labor problem as a harvest-time problem, a thing we don't have to worry much about really until late summer.

But fields must be plowed and harrowed, seeds planted, and crops cultivated if we are to have grains and vegetables to harvest. Hogs must be fed daily and cattle herded if we are to have pork and beef. Milk is harvested every day, two times a day, and sometimes three in war-time. And it would take 30,000 people working full time the year-round to gather the close to 5 billion dozen eggs that we hope our hens, by working overtime in lighted houses, will lay this year.

The land armies that are being organized are, therefore, of more than passing interest to every consumer. In them lie not only a vital hope but also, for many, an opportunity to serve their country.

For months now, America's 6 million farms have been losing labor at the rate of some 85,000 workers a month. By the end of June, the figure for the fiscal year will total a million—farm boys, farm hands, gone to war and to industry.

A million less workers and billions of pounds more food to produce—that is the farm outlook as spring plowing begins.

It would be a glum picture, indeed, if no solutions were being worked out. But there is a possible answer to the problem. Whether it is the right one or not depends on just how much millions of Americans are willing to do to win the war.

White-collar workers tired of jobs dull enough in peacetime and useless when the world is aflame, vacationing school teachers, and students of high school and



AMERICANS of all heritages pitch in to see to it that crops once grown are not wasted. Here a young Italian-American girl carries in the basket of beans that she's picked.

college age, salesmen of lines now suspended, merchants worried about waistlines since gas for golf is out—it is from these ranks that the U. S. Crops Corps must be recruited.

The Department of Agriculture has launched a Nation-wide mobilization drive to build up a volunteer army of 3,500,000 land workers.

Enrollment is going on now in the high schools of the country and it is hoped that the goal of 500,000 student-workers will be reached before school lets out.

Last year this wing of the land army was smaller, but many a bronzed boy and girl returned to school with days of accomplishment chalked to their credit and memories of evenings of song and laughter. For the Government agencies which sponsor this wing—the Office of Education of the Federal Security Administration and the Manpower Commission and the Extension Service of the Department of Agriculture—not only see to it that the boys and girls are trained and placed but also keep watch over them.

Backbone of the women's wing of any land army are the farm women themselves, of course. Last year, twice as many of them did farm chores and field work as the year before, and three times as many drove power machinery. But, in addition to these, town and city women are needed and it is hoped that a full-time army of 10,000 can be recruited, the nucleus of the 50,000 who will be sought for peak season.

All women who wish to be a part of this great food production movement will have a chance to do so. There's the Crop Corps itself, and the American Women's Voluntary Services stand ready this year, as it did last, to enroll workers to meet local farm labor crises. Last year it organized harvest teams of vacationing workers, school teachers, housewives, and kept millions of pounds of food from wasting.

The U. S. Employment Service in cities and the County Agent offices in rural communities are the Crop Corps recruiting centers for both men and women. The local Triple-A Committees are tabulating their neighbors' labor needs as they go

about getting signatures on production pledges, so that volunteers can serve where they are most needed.

It's true that farmers are skeptical about this army of town folks that is being enlisted. And some of them will have their skepticisms confirmed—there's no doubt about it—for in farming, as in every other highly specialized field, there's no substitute for experience.

But there is one near substitute that can come so close that it is hard to tell from

the real article. That is sincere purpose—as the story of John Cramer proves.

The Farm Security Administration has the job of recruiting seasonal labor from areas of surplus labor or seasonal unemployment and transporting it to harvest war crops in sections where there is a labor shortage. You may have read last winter of the 7,500 domestic workers transported from Kentucky and West Virginia for the fruit and vegetable harvest of the Northeast, of the families of workers from Mis-

souri's bootheel who picked long staple cotton in Arizona, and of the nearly 6,000 Mexicans who were brought into California to harvest sugar beets and other crops. FSA moved them all.

Well, last summer, when FSA was recruiting Kentucky mountaineer folk to do seasonal work in western New York State, there was a fellow named John Cramer who wanted to go along.

Trouble was that John Cramer had a pegleg and FSA had promised the New York farmers able-bodied workers.

Disappointed, John Cramer wandered down from the mountains to the fertile fields of west Kentucky. And when he came to the dairy farm of Phillip Lawson, he turned in, for he had heard in town that the Lawson boys had gone to war and Lawson was talking of selling off his cows.

Here was a man past 50 and peg-legged, but half a hand was better than none and Phil Lawson, after hesitating, hired John.

"As good a hand as I've ever had—and a darned sight better than most," Lawson recently told his County Agent.

"It wasn't just his leg that made me hesitate to take him there at first, nor his age," he went on to confess. "John had been a coal miner. He was a town fellow, not a farmer."

Then, the County Agent reports, Phil Lawson looked off across his fields. "But my boy wasn't a soldier a year ago; now he's won a medal," he said. "I guess if a man wants to do some things that count—that makes him good at it."

The country needs many men—and women, too—like John Cramer. Sincere workers, willing to volunteer not only for the harvest but for the duration.

With this solid backbone, the part of the Crop Corps that can enlist only for short periods, for the seasonal peaks, will have something to harvest and we will have food for our fighters and ourselves.



Illustrations in this issue: Cover and pp. 3 and 4, U. S. Navy; p. 5 (top) Cleveland Press, (lower) U. S. D. A. Information; pp. 6, 7, and 10, U. S. D. A. Information; pp. 12 and 13, North Carolina Agricultural Extension Service; p. 14, Farm Security Administration; p. 15, American Women's Voluntary Services, Office of War Information; Drawings on pages 8 and 9, by Ted Jung.



WEEK-ENDING couples use their gas and tires to take them to farms where they're needed. Corn-husking hits you in the knees, but gives a fine sense of accomplishment.



High school boys from the city are learning farming from the ground up—to the hay loft. A breathing spell now, then they'll fork this load of hay into the mow.

In this issue

APRIL 1943

VOLUME IX, NUMBER 5

Hit meals for hard hitters-----	2
Black markets are a disease-----	5
How to put points in your pantry-----	8
Food fights at home-----	10
So what? We'll grow our own-----	12
As we reap, so will we eat-----	14

Consumers' guide

A publication of the Department of Agriculture, Washington, D. C. Issued monthly.

Editor, Ben James; associate editors, Alice Nichols, Anne Carter; contributing writers, Virginia Fairfield, Gladys Solomon, Elma Van Horn; art work, Ted Jung.

CONSUMERS' GUIDE is printed with the approval of the Bureau of the Budget as required by Rule 42 of the Joint Committee on Printing. Official free distribution, 140,000 copies per issue. Additional copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., 5 cents a copy, or by subscription, 50 cents a year, domestic; 70 cents a year, foreign. Postage stamps will not be accepted in payment.

Listen to Consumer Time

NBC Saturdays. 12:15 P. M., E. W. T.

Consumer Time is produced by the Food Distribution Administration, Department of Agriculture, and is presented in co-operation with United States Government agencies working for consumers.

CG News letter

A Wartime Supplement to

Consumers' Guide

April 1943

Rounding up reports from U. S. Government agencies between March 1 and March 25

CHECK-UP ON THE COST OF LIVING

Living costs of city workers advanced 0.2 per cent in the month ending February 15, 1943, bringing the cost of living to 22.6 per cent above August 15, 1939, the month before the outbreak of the war in Europe, the Department of Labor reports.

The average family's food bill for the same month rose 0.5 per cent. Fresh fruits and vegetables jumped highest, for consumers bought more of them when supplies of canned goods became short. Egg prices took a seasonal tumble of 13.5 per cent, lowering the overall increase. The average cost of food other than eggs rose 1.5 per cent.

Foods under direct control by OPA on February 16 (consisting of about 90 per cent of the total food budget) declined 1/10 of 1 per cent over the month, but remained 7.4 per cent above May 12. Food not under direct control (about 10 per cent of the total food budget) went up 4.4 per cent, and is now 33 per cent above the May 12 level.

Meats continued to advance in price as reports of limited supplies were received from all over the country. To help counteract this, OPA has established specific ceiling prices for retail cuts of pork, effective April 1, and similar cents-per-pound retail prices will be announced soon for beef, veal, lamb, mutton and their products.

The order freezing prices of certain fresh vegetables was effective too late to be reflected in February prices. Prices of fresh fruits under control declined slightly while prices of fresh vegetables under control rose by more than the usual seasonal amount.

Prices for all the dairy products except cheese again went up. The prices of canned and dried fruit and vegetables also rose as adjustments were made in wholesale and retail prices under margin regulations.

To combat the rising tide of inflation, OPA will place specific maximum retail prices on hundreds of common foodstuffs in the country's principal population centers.

GO-AHEAD ON RED COUPONS

On March 29th, OPA started rationing of meats, edible fats and oils (including butter), cheeses, and canned fish. Now red stamps, as well as blue and white ones, are serving to spread the food supply over the greatest number of tables.

Here are some differences in the red and blue stamp programs:

1. Consumers don't have to declare supplies of meat, fats, cheese, etc. on hand or in frozen food lockers, or give up stamps for them, as they did with canned foods.

2. Red Stamps will become valid at the rate of 16 points a week during April, and all will be good throughout the month. Blue Stamps became valid in a lump sum of 48 points.

3. Housewives may receive change in the form of one-point Red Stamps, wherever they cannot give the exact number of points required for a purchase. Change cannot be made in Blue Stamps.

Almost all popular meat cuts have point values of 8 points a pound or less. Butter and all rationed cheeses are 8 points a pound. All canned fish (hermetically sealed) is 7 points a pound.

The OPA definition of hamburger is "beef ground from necks, flanks, shanks, briskets, plates and miscellaneous beef trimmings and beef fat." If ready-ground, it may not be sold for more than 5 points a pound.

Charts showing the points value of meats, fats, fish and cheese must be posted wherever they are sold.

People who eat in restaurants, will find approximately the same size portions of meats, cheese, fats and fish, as home consumers are allowed under OPA regulations.

COMPULSORY GRADES FOR BEEF

Government grading of beef is now compulsory. All beef must be marked CHOICE, GOOD, COMMERCIAL AND UTILITY by Government

graders, with a roller stamp which makes a ribbon imprint about an inch and a quarter wide, across each major wholesale cut. When buying a roast or steak, ask the butcher to show you the grade mark, to be sure you are getting the quality of meat you are paying for.

Veal, lamb and mutton go by the same grade names as beef, but grading of them by the Government is not compulsory, except for Choice Grade veal. However, they must be stamped by packers as follows: AA to indicate Choice, A for Good, B for Commercial, and C for Utility.

BLACK MARKETS—MEAT AND POTATOES

To combat the black market in meat, the Department of Agriculture now requires all slaughterers to have a permit, and to stamp their permit number at least once on each wholesale cut. They must also set aside a certain percentage of their production for war uses. Livestock dealers must have permits to buy and sell, too.

On the enforcement end of the picture, OPA has started court actions against 1,025 individuals since the start of its intensive drive to stamp out black markets in meat. Some are criminal, and some are civil actions, but both types charge wholesalers, packers and retailers with delivering meat for civilian use in excess of permitted quotas or selling it at higher than ceiling prices, or both.

OPA is also cracking down on the black market in white seed potatoes. Sales of such potatoes are prohibited unless sellers make sure they are to be used for planting purposes. Black marketers have been mis-marking them and selling them as food, without a price ceiling.

BLUE STAMP FLASHES

Don't save them from one ration period to the next—they won't be valid.

Housewives in some sections were reported to be "saving" their A, B, and C Blue Stamps for use in April on the chance that the point values of food items might be lowered. From March 31 to April 30, only D, E, and F Blue Stamps will be valid.

Persons who live where they can neither buy nor store supplies of fresh food to supplement rations of processed food, may now apply to their local boards for special rations. The same holds for institutions similarly situated, which serve meals to employees.

"GROW YOUR OWN GREENS"

If you want to know why you should have a garden patch, here's the explanation: Labor and machinery shortages are interfering with food production; overloaded railroads and restricted motor transport are interfering with distribution; supplies of labor, steel and tin are inadequate, so that civilians must depend less on canned foods and more on home-grown kinds.

If you want advice on how to start growing stuff, see page 12 of CONSUMERS' GUIDE.

The War Production Board assures the housewife that there will be enough materials for home-canning—plenty of closures, jar rings, and even 150,000 pressure cookers. But it offers 4 points of advice to home canners:

1. Buy only the closures, rings, and jars you actually need.
2. If you buy a closure new to you, carefully follow directions.
3. Share excess supplies with your neighbor, or return them to the store.
4. Take good care of your supply. Guard against rust and denting in storage.

THE 1943 FISH STORY

Fresh fish, high on the list of unrationed foods, takes on importance not only during the Lenten season, but for a long time after. It can supply minerals and vitamins we need as readily as a roast, a chop, or a stew. Pound for pound, fish provides as much protein in the diet as meat.

It is estimated that 7 billion pounds of seafood products will be needed this year to supply the armed forces, our Allies, and civilian needs. There's a question whether this goal can be reached, for the fishing industry has been more severely affected by the war than many others. It has lost many of its craft to the armed forces, many of its men to the Army and Navy. Furthermore, some of the most important fishing areas have been cut off or restricted by demands of war.

This shortage of fish has created a demand for new varieties. In Seattle, experiments show that shark steaks can add 2 million pounds to our fish supply. Shark steaks have been marketed in kippered or lightly smoked form, and are proving popular for their delicate flavor, which is not unlike some smoked salmon.

Seafood production affects production of other products. Fish meal is used in poultry food, and has a material effect on poultry and egg production. Fish oil, rich in vitamins, is largely used in medicine.

That's why steps taken to help remedy the losses suffered by the fishing industry will have a definite effect on our food supply.

Homemakers can take action which will be of real help. They can experiment with unfamiliar fish they will be finding these days in local fish markets -- fish native to their own section of the country, which they may never have heard of before. Serving them will not only increase available supplies of fish, but will add variety and interest to somewhat restricted wartime menus.

MOTORISTS MUST FORM CAR-SHARING CLUBS

People who need their cars to drive to work can get replacement rations only if their cars carry 3 or more other persons to work regularly. Applicants for replacement rations who do not form such car-sharing clubs, will be called upon by their War Price and Rationing Boards to explain why. Plant Transportation Committees or local Civilian Defense Councils are ready to assist them in forming clubs.

Regardless of how many people ride to work in one car, no applications for additional gasoline rations are to be allowed if other means of transportation in a specified area are considered adequate.

These are part of the new regulations which lift the ban on pleasure driving but extend the valid period for A-5 coupons from 2 months to 4 months, thereby cutting the ration in half.

DO YOUR TIRES NEED RECAPPING?

It's up to every car-owner to see that his tires are recapped at the right time, if necessary automobiles are to remain on the road during 1943. Americans must guard against tire damage and see to it that recapping is done as soon as the non-skid pattern is worn off the tires.

BICYCLE HUNT

A search of attics and cellars of the Nation is being urged by the Office of Defense Transportation, to bring to light several hundred thousand bicycles that could be used on the transportation front. Whatever happened to Junior's?

WHEN WINTER COMES AGAIN, YOU'LL NEED IT

Spring is here, but don't throw away the identity stub of your heating ration sheet, for it will be required when next winter's rations are issued.

The stub is the remaining part of the coupon sheet after all the individual's coupons have been removed. It contains the code number of the individual's ration, the date of issuance and expiration, the amount of the ration, and similar information. Local boards will require the consumer to present the stub when the 1943-44 rations are distributed.

The present plan is to issue the new rations during the early part of the summer in order to enable the fuel-oil industry to follow its customary procedure of filling customers' tanks during warm weather.

Householders who face serious hardship under fuel oil rationing due to abnormal conditions beyond their control, may apply at their local boards for additional allotments. This procedure covers all residential buildings, including private homes, apartment houses, and cold-water flats. Additional rations needed for the care of infirm or ill people may also be obtained on application.

NO NEED TO WORRY ABOUT NUMBER 17

About 15 million more pairs of durable wartime shoes for civilians will be produced this year than last, although the total number will be approximately 100 million pairs less than 1942's record production, the War Production Board reports.

WPB has also ordered sole tanners and converters to continue to set aside 25% of their sole leather production for repair of civilian shoes until further notice.

Three modifications of Shoe Ration Order 17 have been authorized by OPA to care for certain problems affecting consumers and the shoe trade. They are:

1. An additional ration for "safety" shoes, used for health protection in special work, may be acquired from his local Board by any person who has spent his ration stamp 17, even though a member of his family has an unspent stamp;

2. Sandals which can be sold ration-free are re-defined to include all sandals with an open back and a heel height of 1½ inches or less, regardless of the material used in the upper. Previously, sandals could be sold ration-free only if their uppers were made of fabric, imitation leather, sheepskin, cape, or a combination of these materials;

3. Certain shoes with soles made principally of rope, wood, or other non-strategic materials may be sold ration-free, regardless of the material used in the upper, even if rubber or leather is used in the sole for features such as tabs or heel inserts which cover no more than 25% of the area of the bottom of the sole.

The last two modifications apply only to shoes completed, packaged and shipped from the factory before April 16, 1943.

RAYON HOSE PRICES SLASHED APRIL 15

American women will save from 5 to 40 cents a pair or about 50 million dollars a year in their hosiery bill, as a result of reductions in the prices of rayon stockings announced by OPA.

New dollars and cents prices will be put into effect by mid-April at all sales levels. Not only will maximum prices be lower, but stockings made to standards of OPA, as set for Grade "A" hosiery, will contain features designed to lengthen the life and improve the service of the hosiery. These features include reinforcement in the foot and welt (top) and a minimum number of rows of stitches in the leg to prevent "skimpy" construction. All stockings which fail to meet OPA standards for Grade "A" hosiery will be known as Grade "B."

Prices which prevailed under the general maximum price regulation will be reduced to effect substantially lower prices to the consumer. The new ceiling prices range from as low as 12 cents for the cheapest construction, to as high as \$1.43 for the most expensive, continuous filament, full-fashioned rayon.

THIS AND THAT

● To maintain the morale of the women of America the WPB recognizes that the supply of beauty aids must be maintained at the pre-war level. Although subject to certain wartime restrictions, manufacturers are free to make powder, lipstick, creams, mascara, and nail polishes, in fact any cosmetic women want.

● Victory line radio parts for replacements on all types of sets, regardless of vintage, will soon become available. Manufacturers have started production schedules on such Victory parts as fixed paper-dielectric condensers, volume controls, power and audio transformers and chokes.

● Since the beginning of the Stocking Salvage Campaign 3 months ago, 12,522,540 pairs of silk and nylon stockings have been salvaged by women of America for war use.

● Collections of waste kitchen fats from the Nation's households during the month of January increased nearly 900,000 pounds over the preceding month, although falling far short of the monthly quota of 16,667,000 pounds.

● In announcing a forthcoming price regulation for heavy woolen and leather outerwear clothing, the OPA has asked manufacturers to take further steps to simplify their garments for the 1943 fall and winter season. OPA officials state that pricing provisions will not allow for the cost of trimmings and frills.

● The Nation's reserve pool of new commercial motor vehicles is getting low. There are 57,573 left, as compared with production in a pre-war year (1939) of 710,496. Vehicles now remaining in the pool are being held for rationing for indirect military demands and for the most essential civilian requirements.

CONSUMER CALENDER

April 1.—Blue Stamps D, E, and F valid for 48 points of canned and processed foods until April 30.

April 4.—Red B Stamps become valid for meats, fats, oils, cheeses, canned fish.

April 11.—Red C Stamps become valid.

April 18.—Red D Stamps become valid. Each set is worth 16 points. Validity of Red A, B, C, and D Stamps runs to April 30.

April 25.—Coffee Ration Stamp No. 26 (1 lb.)—expires.

April 26.—Coffee Ration Stamp No. 23 becomes valid. Watch newspapers for new ration value.

All April.—Gas ration coupons A5 good for 3 gallons on East Coast until July 22, and for 4 gallons on West Coast until May 22.

Sugar Ration Stamp No. 12 (5 lb.) valid through May 31.

Shoe Ration Stamp No. 17 good for one pair of shoes until June 15.

Fuel Oil: Coupon No. 4 good until— Coupon No. 5 valid through September.

Zone A..... April 17

Zone B..... April 12

Zone C..... April 6

Zone D..... April 6

CG News Letter

April 1943

Published by the Department of Agriculture in cooperation with the Office of War Information, Washington, D. C.

Prepared by Food Distribution Administration

519793° U. S. GOVERNMENT PRINTING OFFICE

94
L 422C
6.10.4

LIBRARY
CURRENT SERIAL RECORD
MAY 29 1943

Consumers' guide

May 1943



Food for war victims

They put a "Hex" on Hitler

A typical American family shows how to put one on "Der Fuehrer," by producing both guns for war and butter for the home front

HARVEY Frantz doesn't hold with superstitious nonsense. Not him. Old Timers in the Pennsylvania Dutch country, where he lives, talk of putting a "hex" on people they hate. They also talk of dispelling a curse by consulting a Hex Doctor who pow-wows the evil spirits away.

But Harvey Frantz puts no stock in such talk. He remembers the man whose horse went lame and began to lose weight. The man brought the poor creature to a Hex Doctor, who rubbed the lame leg with a stone and told the owner to do likewise. For two years the man rubbed, but the horse never recovered.

Frantz had a lame horse, but he didn't lead it to a Hex Doctor. He rubbed the leg with liniment, turned the horse into pasture, and it was well in 2 months.

What goes for lame horses, goes for any other trouble. Hitler appears to have put a hex on the world, but you can't fight him with pow-wowing. You've got to have guns and you've got to have butter, and Harvey Frantz and his family are producing them both.

First, they were just producing guns. They lived in York, Pa., and worked in war plants there, Mr. Frantz as a warp-threader of wire netting, used in tropical warfare; Glenn, the older boy, as a mechanic in a war plant. Mrs. Frantz sewed army shirts. Helen, the married daughter, had to stay home to care for her two youngsters, but her husband Ralph worked on anti-aircraft gun mounts. Beatrice, the younger girl, sorted incisors and molars in a "tooth" factory, under army contracts for artificial teeth. Jim, the younger boy, studied mechanics in an industrial training school that has graduated over 2,000 skilled war workers since 1941.

York has a large percentage of its 82,000 population working in war plants. It's the place where the famous York Plan of "Bits-and-Pieces" originated. York industrialists were the first to mobilize an entire city's productive machine-tool capacity for war, pooling equipment to handle defense orders on a sub-contracting basis.



THIS IS the Frantz family of York, Pennsylvania, photographed for the family album shortly before Glenn, upper left, went into the Army. That's "the Mister," upper center, with Jim the youngest at his right. Mrs. Frantz, first row, center, manages the farm. Helen, left, is married and lives in town; Beatrice, right, works in a war plant in York.



LOOKING DOWN on Continental Square, York, Pa., one sees the crossing point of the Lincoln Highway and the Susquehanna Trail. In the little Court House, formerly located on this square, Congress met for nine months during Revolutionary times. Today the city is famous for pooling equipment of its smaller plants in war production.

Six factories there have won the Army-Navy E for Excellence. From York production lines come Bofors and aircraft guns, anti-aircraft gun mounts, hoists for landing aerial bombs, trench mortars, and many other tools and materials of war.

York's history reaches back to the Revolutionary War, when it served as the Nation's capital for 9 months, from September 1777 to June 1778.

In the little Court House on the square, Congress received news of Burgoyne's surrender, passed the Articles of Confederation, issued the first National Thanksgiving Proclamation, received the news from Franklin at Paris that France would send a fleet, money, and an army.

Today, a model of the little Court House stands on the square in York. It's called Victory House; war bonds are sold there.

The city is as typically American as any you could point to on a map. You'll find in it the banks, hotels, movie houses, public buildings, stores, and homes that make up a modern city.

Yet there's a difference in York, if you look sharply. There's that Pennsylvania Dutch influence, evident in the older architecture, in the way people speak, the types of foods they prefer.

They have a way of saying, "The coffee is all," when they mean they've used up their ration stamp's worth. They say, "I belled and I belled, but the door didn't make, so I bumped," which means, "The bell was out of order, so I knocked."

They have a droll sense of humor, based on their half-belief in the old superstitions their forefathers brought from Europe, several generations ago. Here and there, you may still see the sign "Word-Healer" in a window, and many natives of York still visit these "Word-Healers" or Hex Doctors to be "tried for" what ails them.

Harvey Frantz was born and raised in York County, but, as was said before, he doesn't hold with such stuff. A twinkle jumps into his eye when he speaks of hexing, and that's all. When it comes to doing something about a tough situation, he tackles it with realism and intelligence.

That's why, when spring came after Pearl Harbor, he hankered for a garden. He had the night shift at the factory, and in daytime he was restless.

"A man like me, raised on a farm, should be planting," he'd say to his wife. And he'd look at their city backyard, the size of a postage stamp, and shake his head.

Always when he went to market, with a basket over his arm, the thought would come to him. He'd wander up and down the colorful stalls, heaped with fresh vegetables, pungent with home-cured meats. And he'd do some deep thinking.

He knew York county to be one of the richest agricultural counties in the entire United States. Everything for use on the table is sold by the farmers direct to consumers in four large city markets.

All this made Frantz think deeply a year ago. He noticed food prices creeping up,

heard farmers complain about the lack of labor. He heard, too, that the Farm Security Administration made loans to farm families, on condition that the money be invested in livestock, farm tools, or seed, to produce more "Food for Freedom."

Frantz spoke to his wife about it. "Food will grow scarcer and scarcer, with the boys leaving farms for the service. We ought to go back to the land."

Mrs. Frantz would argue that factory work was important, too, for winning the war, but it didn't do any good. The Mister hankered for planting.

By and by, Glenn, the older boy, took the idea in his head. "I've saved quite a bit from my pay," he announced, "I'm going to buy a house."



PORTRAIT of a soldier of production. Harvey Frantz has finished his farm chores, and here he is, ready to leave for the night shift at the factory. He "pools" his car.



NOTICE that woodpile? No fuel oil worries for the Frantz's. All this wood was gathered off their own land—chopped by the men. That's Mr. and Mrs. Frantz and Jim, down below that tree, chatting with Mrs. Jane Francis, the FSA County Supervisor, who helps them with everything from balanced meals to "Food for Freedom" loans.



IT LOOKS as though Mrs. Frantz has put all her eggs in one basket, but it isn't so. She sells dozens to other folks, as her part in the home food production drive.



NELLE, the calf, is a big girl now, but she is still camera-shy, and so is the little pig Mrs. Frantz is holding. You can tell by the look on their faces how proud the Frantz's are of their livestock, especially the animals they raised from scratch on their farm. It isn't the dividends on their investment that means so much, as the fun of raising them.

His mother motioned him aside. "You'll be called to the service soon," she said. "Best buy a farm, not just a house onct. You remember how grouchy the Mister got, those 8 depression years when he didn't work steady. He needs a place to dig in. Best buy a farm, son, and we'll keep up the payments on the mortgage while you're away in the service."

That's what they did.

Seven miles south of York it lies, snug in a hollow. The red frame house and sprawling barns nestle in the curve where four hills rise to cover 34 acres of rich farm land. In spring and summer, the house is surrounded with flowers, the truck garden green with vegetables, the rising hills smooth and regular with corn.

Mrs. Frantz quit her factory job to manage the place, but the Mister still drives into town every night for the 10-to-6 shift. He picks up four other war workers, and they share car expenses.

Glenn has been in the service nearly 6 months now, the other children still work in war plants. Beatrice drives to town every morning to the "tooth" factory, and Jim goes with her to finish his mechanics course.

The married sister, Helen, works in a war plant, too, along with her husband, and often they bring their children to stay with Mrs. Frantz at the farm.

Everybody helps with chores. The Mister doesn't roll into bed when he returns home from the factory at 7 o'clock

in the morning. He works around the place till noon, and eats his lunch before hitting the hay. Jim does the evening chores, and the women tend to butter-making, canning, cooking, sewing, and anything else that needs doing.

They've done pretty well for this first year. Mrs. Frantz keeps careful records. She knows exactly how much her eggs brought in and how much the pigs' feed cost.

The farm is nearly half paid for. Glenn bought it for \$2,800, and \$1,700 has been paid off. What's more, over and above payments, upkeep, investment in livestock and equipment, and so forth, the Frantz family has been able to buy 16 war bonds—five \$50 bonds and eleven \$25 bonds. Those who work are putting 10 percent of their pay into bonds every pay day, and Mrs. Frantz puts in 10 percent of her egg-and-vegetable money.

When they bought the farm, a year ago, they needed 2 work horses, a cow, a wagon, a harrow, and a corn planter. They had invested part of their funds in 6 pigs, 400 chicks, seed, fertilizer, tools, and fencing. But there the funds gave out.

Mr. Frantz remembered the loans that the Farm Security Administration was granting to farmers who wanted to take part in the "Food for Freedom" program. So he went to the County FSA Supervisor, and applied for a loan of \$350, just enough to buy the horses, cow, wagon, harrow, and corn planter. The Supervisor visited the farm, worked out a production plan with Frantz, and granted the loan, allowing 4 years to repay it, at 5 percent per year on the unpaid balance.

Frantz is proud of the contract he signed. It read, in part: "We want to participate in the Food for Freedom program in order to do our part in winning the war. We agree to raise as much food, feed, and other needed crops as we can. We need this to feed our family better and make more farm products available for war needs. . . . In carrying out this production plan, we shall wherever possible join with others in buying together, sharing in the use of equipment, and selling our surplus products."

That's what they've done. Today, with 1 year behind them, they have not only a cow, but a black Guernsey calf. Instead of just 6 pigs, there are 9—3 sows, 1 hog, and 5 piglets. Two hogs were slaughtered for meat. Half the chickens were sold as broilers, and now Mrs. Frantz has 175 laying hens, producing 49 dozen eggs a week.

There's more than livestock to show for the year's labor. The storeroom in the cellar is still spicy with smoked meats. Much still remains on its shelves of the 111 quarts of canned pork and 25 quarts of pork sausage. Thirty pounds of pork, all smoked and cured, went to the married daughter.

Mrs. Frantz won't have any trouble stretching her ration points over a month's meals. She has 105 quarts of peaches down in the cellar, 204 quarts of other fruits and berries, 164 quarts of vegetables, and 65 quarts of pickles. All the produce in these jars was grown on the farm.

The Frantz's had more than enough farm products for themselves, so they sold their surplus. They earned \$347—\$251 for eggs and broilers, and \$96 for flowers, fruits, and vegetables.

But their expenses were high, that first year, amounting to nearly \$900 for livestock, equipment, and feed. The FSA loan plus part of their factory earnings pulled them through. Next year, with the prospect of larger crops, more feed grown on the place, and more surplus food to sell, they expect to finish paying off their loan a year in advance of schedule. They are ahead on payments even now.

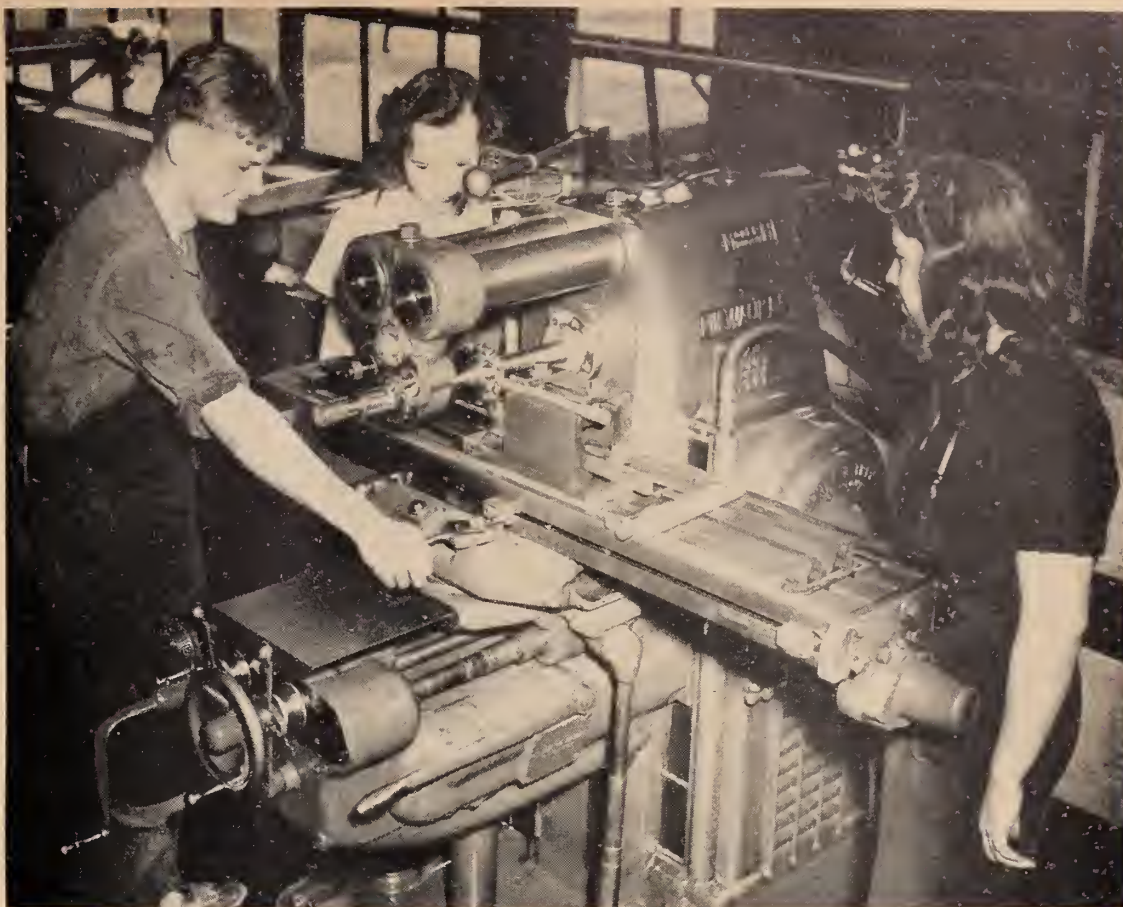
"It's a lucky thing we moved out to the farm when we did," Mrs. Frantz said. "We'll have plenty to eat and some for others, too, now rationing has started."

You may not be able to buy a farm and work in a war plant, too. Neither may you find it practical to keep cows or chickens, as the Frantz family does. But up to the limits of your opportunities, you can farm and work for Victory.

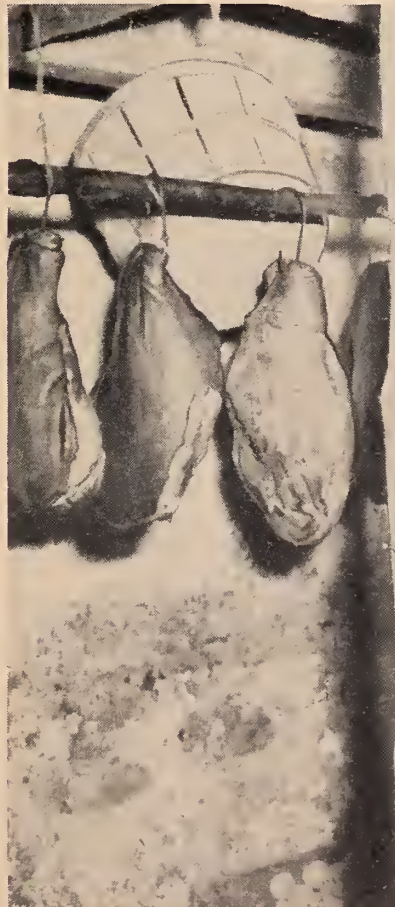
Sunny vacant lots with fertile soil make good vegetable patches. Home canning and preserving will leave more commercially packed foods for our fighting men and allies. Countless economies can be practiced at home. And healthful meals served at the home table pay big dividends in the vigor you bring to your work.

That's how the Frantz family is helping to put a hex on Hitler. By being thrifty, self-sufficient, hard-working Americans, by working in war plants, serving in the armed forces, "living-at-home," and buying war bonds, they are doing their full share in the world struggle for freedom. Solid, respectable, salt-of-the-earth folks, they know what we are fighting for. And while fighting, they are building their own and their country's future.

An E for Excellence to the Frantz family.



JIM expects he'll be called up for service soon, so he's showing Doretha Wilderson and Mae Holtzapple how to run this milling machine in the Atreus Wanner Vocational School in York. Jim is a senior in the school, and even now is called upon to do part-time jobs for war plants. At home, he tackles most of the heavy farm chores.



NO Red or Blue Ration Stamps for these home-cured meats and home-canned foods, in the storeroom of the Frantz farmhouse. But that doesn't mean Mrs. Frantz spends her points anyway. Not she. First of all, she raised food at home, to leave more on the market for other folks; in the second place, she'd rather use the cash for War Bonds.

Meat on your point budget

Give yourself a plus if you—



BUY POINT BARGAINS. No matter what their point values, all muscle meats have about the same food values. Low-point variety meats, such as hearts and kidneys, are richer in iron and some vitamins than muscle meats. Budget your points just the way you budget your money. Watch point values, food values, money values.



SPACE OUT MEAT POINTS with stretch-the-flavor dishes, other protein foods. Of the other high-protein foods—poultry, eggs, peanut butter, fresh fish, soft cheeses are unrationed. Firm cheese, canned fish, and dry beans and peas are rationed.



USE BONES AND FAT. If you trim and bone the meat, save trimmings and bones. Bones make good-flavored soup stocks. Use fat "as is" or render it down.



WATCH FOR CHANGES in point values. They will be listed in stores, announced by newspapers and radio stations. Keep your own list of point values and take it with you when you buy. Study it, have in mind possible shifts to second, third choices.

You've been parting with red stamps for more than a month. Have you become "point wise" or are you still a problem shopper?

and a minus if you—



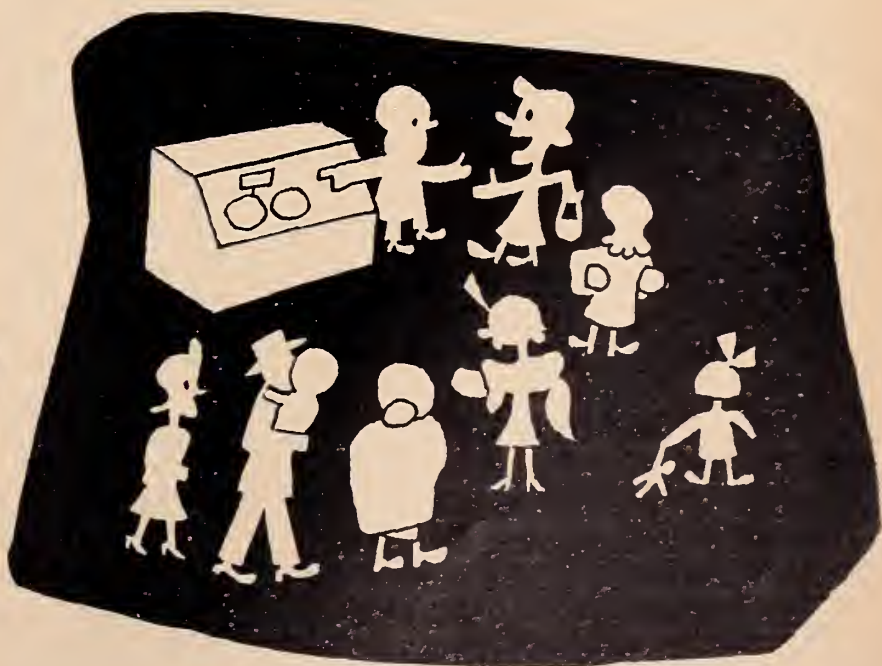
CATER TOO MUCH to family likes and dislikes. Food prejudices are a peacetime luxury, a wartime nuisance. They unbalance point and pocketbook budgets. From time to time, serve one of the less popular low-point meats, appetizingly cooked.



SQUANDER RED STAMPS. Don't buy meat to the neglect of other red-stamp foods. Cheese is good protein food, supplies needed calcium. Fat is a diet necessity. If you have home-stored meat, leave store-bought meat for those who haven't.



WASTE MEAT IN ANY WAY . . . by buying more than you need . . . by the wrong kind of storage . . . by poor cooking . . . poor planning . . . not using leftovers. Buy meat sensibly—as you need it. Keep it in your coldest storage place.



ARE A PROBLEM CUSTOMER. You're a meat-counter bottleneck if you dawdle over your purchases . . . shop during rush hours when it isn't necessary . . . have to have the point system explained to you again and again by the busy butcher.

"Give us this day—

VLADIMIR PROKOPOV was tired, but happy. His day's duties were over. Behind him were the hours he had crouched motionless in the pouring rain while water ran down his face, under his clothes, into his boots, and a cold wind penetrated his soaked clothing. His clothes were still wet as he squatted by the fire, but he was happy.

And why not? Hadn't he added several more dead Germans to his score? And now he was scraping the last bite from a can of "svinnaya tushonka," a real treat.

The can from which the tasty pork had come had an unfamiliar look, and Kuben, a former professor and his comrade, told him now that the foreign characters on it meant United States of America. Perhaps it was some of the food he had heard the Americans were sending. If so, it certainly was good. Why it had been weeks since he had had any meat at all!

Yes; Vladimir was right. The food had come from America.

What Vladimir didn't know was that he was only one of the many being kept in the fight by American food. Grouped along with him and the other allied soldiers are the Poles, Greeks, and Yugoslavs, not accepted as people by the Germans, who robbed them of all the food they could find and left them to starve. These same people, even while starving, found enough energy to fight back guerrilla style, and it is good that they are now getting some food from the farms of America through Lend-Lease and the American Red Cross.

"So that's where our food is going!" you may say. Correction, that is where *some* of our food is going, for the amount is small compared with all we produce. Last year, for example, only 13 percent of our total food production went to our armed forces and our Allies. More than half of that went to our own fighting men. The rest, divided among our Allies, was small but it meant a lot to those who got it.

For instance, there are Marie Dombrowski and her 4 children—just 5 of the 120,000 Polish soldiers and civilians now living in the Near Eastern area.

During a long, perilous journey with her husband and her children she suffered great privation in fleeing the Nazi hordes. Now she and her children are being fed with Lend-Lease food from the U. S. A. while



FOOD, like ammunition, is something Russian fighter plane pilots can't do without and we help to see that they get it. Here a crack unit eats a hurried meal at their aerodrome.

her husband serves in the Polish army in Great Britain.

Marie and her children, like most of the other Polish refugees scattered throughout the vast areas of the Near East, are dependent on American food. All of them were forced to leave their country hurriedly, and were unable to take with them clothing and household articles. Most of them are exhausted by prolonged imprisonment and internment in forced labor camps.

American foods are helping to make them able to stand and fight again. They are concentrated foods—requiring little space in the holds of ships—highly nutritious dehydrated soups; edible fats, cocoa, dried milk, and ascorbic acid tablets.

Harsh as the Polish lot is, the situation of the Greeks is worse. Constantine Roumelios is an unemployed Greek laborer. Each morning he struggles to his feet from his chilly sleep on a bare floor. He is not a pleasant sight for his body shows the swellings that mark the progress of the hunger disease. The only thing that impels him to rise is the thought of his mother, wife, and child—all of whom are ill and lying in another part of the room covered by the only blanket left to the family. They are probably dying of starvation, yet while they are alive he must try to save them.

There is almost no employment, no jobs

to hunt. Even if he had money there would be no food to buy. So Constantine manages somehow to walk the 4 or 5 miles to the mountains to gather herbs. He carries back all that he can stagger under for there is little nourishment in them and he cannot make soup because there is no fuel. These herbs and the food he gets at the Red Cross soup kitchens for his little band are all that keeps them alive. That and the fierce hope that at least his son will survive to fight for freedom and for Greece.

Famine in Greece

And Constantine's experience is not an isolated one. It is being shared by millions of Greeks whose only hope is the food we can send them through Lend-Lease for distribution by the Swedish-Swiss Relief Commission which has been set up there. The amount we've been able to send so far, however, together with the wheat which the Canadian Government is donating to the cause, is barely half enough. In Athens alone, where the normal death rate in peacetime is 47 people a day, 500 were dying daily from starvation until these shipments began to arrive, and the death rate is still appallingly high.

The relief workers frequently are confronted with the necessity of making heart-rending decisions. Because there is

the daily bread we must have to live and fight for liberty."
... Lend-Lease and the Red Cross answer the appeal of millions



MANY Soviet soldiers are kept in the fight by Lend-Lease American food. In spite of enemy fire, a cooked dinner arrives at the firing line. And is it welcome to the hungry men!

not enough food and medicine for all, these must be given only to those who have a chance to survive. With the daily diet (a good one, that is) consisting of a breakfast of herbs, tea, and a slice of dry bread; a luncheon of weeds from the garden cooked in a few drops of olive oil, if one is lucky enough to get it; and a dinner of vegetable soup thickened with a teaspoonful of wheat flour, and a fig or a couple of olives for dessert, the battle is not one of restoring morale or relieving

hunger, but of trying to save a whole nation from extermination.

The Yugoslavian prisoners of war fare almost as badly. Of the original 240,000 captured by the Germans, about 140,000 are left. Captain Alexander Radić was one of this group. He is a Yugoslav soldier who managed to escape from the living death of a Nazi concentration camp. While there he existed, as did his comrades, on a diet of stale black bread, a daily mug of herb-leaf tea, and a watery

soup. That was all they had—plus the mere trickle of food the Swiss and Swedish International Red Cross agents were able to get to them—that and the surging will to live and fight again for freedom and their native land.

Now his comrades are faring better. They're each getting one standard food package a month through the International Red Cross. Each package is worth about \$3.60 and contains foods that are an American approximation of native dishes. There are 16 items in all, and the package is designed to counteract vitamin deficiencies in the prison diet. No food, with the exception of dried milk, orange concentrate, and coffee that needs the addition of water, is sent in a form which is not ready for use. Food authorities tell us that one of these packages will take care of a man for 2 weeks.

The food for these United Nations fighters comes from American farms—the same farms that supply the food you and I eat. We're sharing our food not only with our own boys on far-flung battle fronts, but with other people on other fronts fighting for the same thing we are. In the light of the struggle they're making, the pork chops, the canned goods, and the butter that we're sometimes unable to get at our grocer's seem like small things to do without. We can always eat something else, while their lives depend on what we send!

Can't the Russians, the Polish refugees,



MEALTIME for these Polish refugee boy scouts who are being helped with Lend-Lease food never comes too soon. Camping out, a peacetime pleasure, now is their regular way of life in Iran.



CHEERED by help from the American Red Cross, these Polish refugees arriving in camp are part of the thousands resettled in East Africa after tragic wanderings through South Russia and Iran.



A LEADER in the dash for freedom from the island of Samos, this 32-year-old Greek farmer is helping his young son at their first breakfast supplied by the American Red Cross, in Egypt. Real food at last after a sub-survival diet under the Nazi conquerors.

and the Greeks grow enough food to feed themselves, you ask? We thought of that one too, but a look at the facts convinced us. Lost to Germany by the invasion were 75 percent of Russia's winter wheat lands, considerable areas used to produce other grains, about 90 percent of her sugar producing areas, as well as 55.4 percent of all hogs in Russia proper. A big loss when one faces the fact that from 80 to 90 percent of the calories in the Russian diet come from grains.

Since the invasion, the Russians have been trying to grow enough food in other areas. Women have thronged to the farms. All city dwellers between 16 and 65 are subject to agricultural conscription, and farm work is obligatory for children from 12 to 16 years of age, with a minimum of 150 work days a year. Land that never had seen potatoes, grain, or sugar

beets has been put to work. The Russian people themselves are making heroic sacrifices to sustain armies stretched over a 2,000 mile front from the Caucasus to the Arctic Circle.

Take the case of Bedjekes Tektorasova. A shepherdess from the Issik Kul Collective Farm in the mountains of Kormuda, she tended a large flock of sheep in pastures a long way from the village. Suddenly, one day, cold weather set in. A heavy snow fell. The sheep had just been shorn and they were in danger of perishing. Bedjekes went to her tent, pitched on the mountainside, and threw out all her belongings. Then she rounded up the youngest and weakest of the sheep, and drove them into the tent. Other shepherdesses on nearby pastures followed her example.

"Why did you do this?" she was asked.

"The flock had to be saved," she replied.

"The boys at the front need meat, lots of meat. It was my duty as the mother of boys fighting for our country to preserve the sheep for them to eat."

In Greece it is another story. There, as in the other countries completely lost to the Nazis—Poland and Yugoslavia—the sacrifices people make to grow enough food for themselves are of no avail. Even before the war when she had seed, fertilizer, and draft animals, Greece, unlike Russia who used to be self-sufficient from the food standpoint, imported 25 percent of her food. When the Nazis occupied Greece, they took what little reserves the Greeks had, even going into the fields and taking it direct from the soil.

The experience of George Delyannes, a Greek farmer, is a good example of what happened to his countrymen and to the Poles and Yugoslavs. Before the Nazis overran Greece he had planted an acre of potatoes. Just before time to dig them, two German soldiers came and marked the corners of the field with small Nazi flags. Then they stood guard over it. Four days later more soldiers arrived with a portable kitchen. They dug, peeled, cooked, and canned the potatoes, leaving George Delyannes and his family only the withered vines. Now he and his children are dead—dead from starvation.

Happily, the Swedish Government, upon initiation of the Allied relief program last August, was able to obtain the pledge of the Axis powers that Greek native produce would be reserved for the Greek people, and the Swedish representatives say the pledge is being kept. This has helped, but still the demand does not meet the supply. The lack of fertilizers, insecticides, equipment, and draft animals—thousands of which died carrying munitions to the heroic Greek troops in Albania—means that domestic production can only be a fraction of normal.

Food needs grow

Neither does the demand meet the supply in Russia. As nutritionists will tell you, men in the army need a lot more food than they do in civilian life. Civilians in Russia tightened their belts, gave up food and supplies so their armies could keep in the fight. Yet there is a limit to what they can do at home and on the battlefield. There is also a level below which the food consumption of an individual cannot fall if he is to survive. That's where Lend-Lease food comes in.

Have you ever heard of maslo, zhir,

fasol, pshenichnaya muka, or ris? We bet you haven't! Translated from Russian into American, they read like this, butter lard, dried beans, wheat flour, and rice. These are some of the heavy staples the Russians are receiving for, at temperatures of 60° below zero, foods high in caloric content are a "must."

Most of this food goes to the Red Army, although right now some is undoubtedly being sent to Leningrad as a morale builder. Leningrad, you remember, was the city the Germans besieged for 17 long months. What you probably don't know is that the Russians there, originally a population of 3,500,000 people, lost 1,000,000 by starvation and disease. Yet the city did not surrender!

Well and good, you say, but how in the world do we get this food to the Greeks, the Poles, the Yugoslav prisoners, and the Russians? Those countries are so far away.

In the case of Greece, the route of the eight Swedish vessels carrying the Canadian and American supplies is direct—straight from North Africa to Piraeus. Even that is a long trip, but most of the food we send must travel farther. That's why it must be packaged and packed in such a way that it will weather the voyage like a hardy sailor—why most of it is sent in concentrated form, why a lot of it is dehydrated. It takes hard punishment in the holds of ships, on docks, trucks, and in warehouses, in all sorts of climates, before it arrives. Much of it has to be packed in tin to take it. All of it travels by freighter, and some of it has a long rail journey upon arrival.

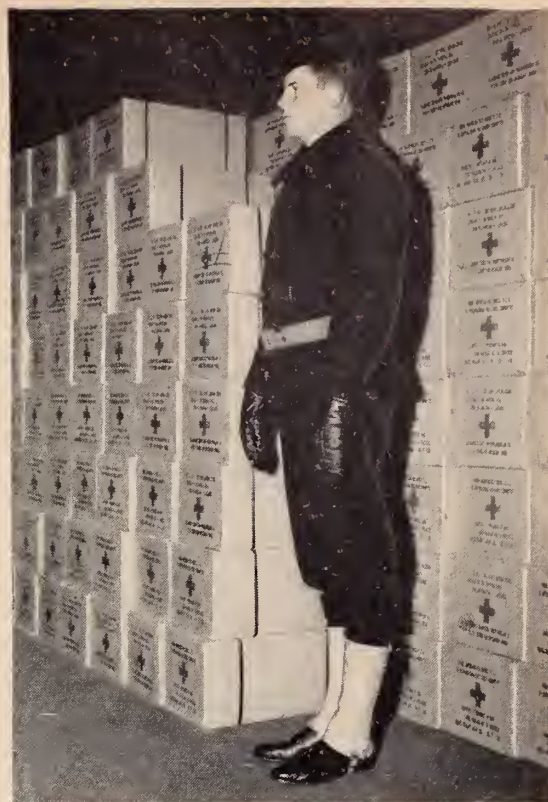
But that isn't the first railroad ride it

has had. By the time the food gets to the end of its journey it really is a seasoned traveler, having gone more miles than most of us ever do in peacetime. Even before it reaches shipside it has traveled from processing plants, from cooperatives, from distributors, in all parts of the U. S. A. where it was bought by the Food Distribution Administration, grocer-in-chief to the United Nations.

The Poles and Yugoslavs let us know what they need through their embassies in Washington who negotiate with our Lend-Lease Administration. The Russians submit requisitions to the same agency through their Government Purchasing Commission of the Soviet Union in the United States. Acting for the Greeks is the Swedish-Swiss Relief Commission which reports on their needs and the effectiveness of distribution. Then FDA does the buying with Lend-Lease funds.

We have to keep on growing, and selling, and sending this food. For American food is fighting—fighting the specter of starvation and famine in both occupied and unoccupied countries. Many people in occupied countries are compelled to say, "Give us our daily bread, so we may live to fight with you for freedom." It is their only hope, their only life line.

What it means to the people of Greece it means to those of many other countries. As the food ship from America steams slowly into Piraeus, children stand on a little hill overlooking this Grecian harbor and eagerly watch its coming. They can recognize a food ship as far away as their



FOOD parcels for Yugoslavs and other United Nations prisoners of war. Packed at the American Red Cross center in Philadelphia they are protected by the Coast Guard prior to their departure on the Caritas I, prisoner-relief ship of the International Red Cross.

eyes can make out its outlines. As it nears the dock the people stand and weep for joy, for its cargo is their hope for life. For days after the ship has landed people sit in the streets, eating their one little ration of "popote" and give thanks to their Allied friends, to the neutral Swiss and Swedish Relief Commission, and the International Red Cross.



TRAGIC testimony to the fate of many Greeks since the Nazi occupation are these victims of starvation, lying where they have fallen in the streets. Their bread cards may mean life for relatives.



CROWDED into concentration camps like this, are thousands of Yugoslav prisoners of war. Food from us spells the difference between life and death—the long, slow death of starvation.

IT'S UP TO YOU



THE AMERICAN FARMER turns to put his problem up to the hungry of the world . . . Below, Hilda Vaughn as the steak-loving housewife who got convinced.

Broadway did it—now you can do it.

You can produce the most excitingly novel play of the year at your own local theater free of cost. You can show your neighbors the witty and wonderful conscience of Margaret Gibbs, patroness of black markets, as it peers down at her in enormity from the screen. You can use the film, the script, the detailed direction of Broadway's best talent to bring a most entertaining and moving dramatization of our wartime food problem to your community. The name of the play is: **IT'S UP TO YOU**.

"It's up to you to stretch it and make it go around,

It's up to you to do it if it's done . . ."

That's the theme of the production and the note the farmer strikes in opening the

movie prologue. First, we see him working long hours on his fertile acres to produce food for all the mouths of the world. When, for lack of labor, he finds he cannot carry that burden alone, he points to us in the audience and says, "From now on it's up to you."

Lantern slides projected on the screen provide the settings for the stage, and a loudspeaker voice helps to narrate the sequences that you and your little theater group will love to do. These stage scenes move rapidly from farm to city, from the farmer's house where Jimmy, the son, is leaving to do his "part" by joining the Marines, to the city housewife and her shopping difficulties. Conviction for rationing and against black markets comes to confused Mary Brown and belligerent Margaret Gibbs through

To stretch the food and make it go around." . . . *That's the theme of a new show about food, now ready for home town production*



JIMMY knows the farm needs him, but he fears eyes that say he is hiding behind a tractor. He hesitates; goes to join the Marines.



TWO DAYS in a foxhole without food and Doc hands Jimmy an orange, goes to find more. A sniper gets them both.



JIMMY rises from the Guadalcanal swamp, where hunger caused him to lose his life, and walks slowly across the stage to stand looking down, in silent and affecting condemnation, at the rich food just scraped into the garbage can of a family which has styled itself as "the most patriotic family in the entire neighborhood." The loudspeaker softly enumerates: "Veal—for veal croquettes. Enough for two . . . Broccoli, enough for a salad . . . Potatoes. They can be fried with the veal croquettes or used in a cold salad . . . Enough bread for a pudding . . . Bacon fat. Enough glycerine . . . for 55 mm. anti-aircraft shells."

a series of scenes which end in the largest grocery store in the world, the office of the Director of the Food Distribution Administration in Washington.

The brightest and gayest moment of the play centers on Porterhouse Lucy . . .

*"She glides up to the butcher, name of Hockfleish Jones;
He's standing at his counter cuttin' the fat off some bones . . .
Oh, he takes a look at Lucy and he starts to shake
Cause she's Porterhouse Lucy, the Black Market Steak."*

This song and the other infectious singable tunes were written for you by Earl Robinson. The script was done by Arthur Arent from material gathered by the

Food Distribution Administration of the Department of Agriculture. Mr. Arent has combined statistical information with movies, music, dances, patriotism, and emotion in a way that will give your audience something to shout about, just as the New York audiences applauded the first 2 weeks in April when the Broadway cast played to packed houses in New York neighborhood theaters. Much of the success of the venture came from Elia Kazan's dynamic direction—as the success of your production will result from the guides he has given you in the script now available to the thousands of Americans interested in solving our food problem. But the play's actual vividness and punch will stem from your group's interpretation

of lines as you tell the housewife how to do her patriotic share:

*"Equal service in the stores,
Fancy pants or cotton drawers,
She gets hers and you get yours,
GET THE POINT, MRS. BROWN?"*

No matter what kind of a stage or auditorium you may have, the script and film will fit it. If there is a Skouras theater in your town or another movie house whose owner volunteers its facilities, you can produce the full-length play. Or you can use the short version—or even the two or three scenes which would be effective done without a screen. The script, movie sequences, and scenery slides can be obtained by writing to the Division of Educational Services, Office of War Information, Washington, D. C.



\$'s and ¢'s meat ceilings by zone

Fixed retail pork prices lead off OPA's move to make price ceilings simpler. Make them part of your shopping "Know-how."

CEILINGS are getting simpler. There's a definite move in that direction by the Office of Price Administration. Simpler ceilings mean more understandable ceilings . . . more enforceable ceilings . . . hence more successful control of wartime living costs.

Kick-off of ceiling simplification in the food line was the setting up of dollars-and-cents retail prices for pork. These became effective April 1. Simplified ceilings for beef, veal, lamb, and mutton will go into effect shortly.

For the purpose of fixing retail pork ceilings, all the United States has been divided into 11 zones—see map on this page. Zones for beef, veal, lamb, and mutton are the same except that there is no zone 4A. All this territory is included in zone 4.

Roughly, the zone lines have been drawn to include all retailers that have about the

same costs as far as buying and selling meat are concerned. One of the most important points considered was the distance from producing centers.

You can look for other dollars-and-cents food ceilings fixed at retail to follow shortly. These will come first on a limited number of foods, chiefly those where a fair share for all is now threatened by black markets. It is hoped to get all major foods under simplified ceilings eventually.

So learn the way meat ceilings work. Make them a part of your shopping "know how." They have been established for your protection and your convenience. But they cannot work unless you make them work.

How meat ceilings are set up

Within each zone there are two retail ceiling prices for any one cut of meat. One of

these ceilings, the higher one, is for independent stores that sold less than \$250,000 worth of food products last year, the small-volume operators.

The other, lower ceiling is for chain stores regardless of how much they sold last year and independent stores that topped \$250,000. The differences in the two ceiling prices are never more than a few cents. They correspond to differences in prices for many other foods in these two types of stores—differences due to economies of buying and selling in large volume.

All stores, of course, can sell below ceiling prices. It simply boils down to this—No store in your zone can charge more than one of two set ceiling prices for any cut of meat covered in the retail fixed ceilings after the effective date set.

Only a few types of meat will not be covered in the dollars-and-cents fixed retail

prices. Of the pork carcass this includes: Pork sausage, canned pork, quick-frozen pork cuts, pork variety meats such as hearts and livers. For these, the General Maximum Price Regulation still applies. Every storekeeper sets his own ceilings according to prices charged during March 1942.

Standard cuts

In order to set up uniform ceiling prices, cuts of meat had first to be standardized. For pork, the carcass was divided into 66 principal cuts. Beef, veal, lamb, and mutton carcasses have been likewise divided. It is on these standard cuts that the ceilings are set. Therefore, if the present cuts vary from those to which you are accustomed, the sooner you become familiar with any changes the easier it will be to make ceiling prices work for you.

When you refer to the ceilings you need to have more than a vague idea that you want a pork chop or a beef roast. To find the fixed retail ceilings you must know exactly what part of the pork or beef carcass that chop or roast comes from.

Stores must post meat ceilings

Every retailer is required by law to put up the ceiling price list for each kind of meat he sells. He must put it "where customers can easily see it and read it." If he wishes, the storekeeper may underline on the ceiling list the meat cuts that he ordinarily carries.

If a store does not comply with these requirements, first talk it over with the storekeeper. Then, if you still have cause to complain, send your complaint to your local War Price and Rationing Board.

If a butcher insists on charging more than the ceiling price for meat he must furnish you a receipt—if you ask for it. On this receipt there need to be three items: Name and address of the store; name and weight of the cut sold; the price charged. Such a receipt automatically furnishes evidence for use in court action against the seller.

Another evasion of former ceiling prices outlawed by the new ceilings is false grading. In the past, consumers may have paid more than ceiling prices for some meat on the belief that they were paying extra for a higher quality. Really, they may have been buying up-graded meat. The new retail ceilings set different prices for different grades of bacon, beef, veal, lamb, and mutton.

Because there is not a lot of variation in quality of pork other than bacon, ceiling

prices are set for the rest of the pork carcass irrespective of grade. But for beef, veal, lamb, and mutton, grade prices are set for all retail cuts except meat that is ground ahead of sale.

There is one ceiling price for ground beef (hamburger), one price for ground veal, and one for ground lamb. If you want ground round steak, the butcher must grind it at the time you buy it at no extra charge. Otherwise, he cannot ask more than the ceiling price for hamburger. Butchers must also cube steaks after, rather than before sale, with no extra charge for cubing.

Also definitely prohibited by the new ceiling regulations is the unfair practice of requiring a customer to buy other food in the store in order to get meat.

At the grocery store

Here's how the ceilings work on an everyday shopping trip.

Say you are Mrs. John Consumer of Lincoln, Nebr. . . . and you want to buy some spareribs or some hamburger.

On the ceiling price list for pork posted in the store, you'll find fresh spareribs listed at 27 and 24 cents a pound—the two prices for the two different types of stores. So, if you are in a store of the supermarket variety, you'll know that spareribs should be selling for 28 cents a pound or lower.

Not only are these your prices in Lincoln. But if you go to Omaha, Des Moines, or Kansas City the ceiling prices will be the same. For, like Lincoln, all these cities are in the 4A pork zone. Prices for pork in this particular zone are lower than those in any other part of the country, principally because this is the heart of the corn-hog States.

If you live in Los Angeles or Seattle, you are in Zone 1 both for pork and beef and the fresh spareribs should cost no more than 30 or 27 cents. In New York City or Washington, D. C., zone 9 (North) ceiling prices are in effect. For fresh spareribs these are 30 and 27 cents.

A check on black markets

Coming into effect at about the same time as meat rationing, fixed retail ceilings for meat should strike one of the most telling blows at black markets.

Before the new meat ceilings came in, many cuts of pork, beef, and mutton were already price-controlled under the General Maximum Price Regulation effective May 1942 or under later price regulations.

Each store set its own ceilings according to the highest prices charged for similar meat back in March 1942 or some other base period.

Consequently there was a great difference in ceilings from store to store and from locality to locality. For one reason or another the supply of meat flowed to the stores having the highest prices. Many stores, even whole communities, were constantly meat short. Consumers were forced to patronize stores with high meat prices—spend an excessive part of their food money for meat. Some retailers who could not get meat through the regular channels bought from black marketeers, slaughterers who operated outside the law to sell uninspected, sometimes unsanitary meat.

With the new ceiling prices and rationing in effect, you have a quick double check on black market meat. First, you should become suspicious if you are charged a higher-than-ceiling price. Second, you are buying from a black market if you get it without putting out any red stamps.

A third way the government is protecting you from black market meat is by making it compulsory for all meat sold to have either an inspection stamp or a slaughterer's permit number on it.

Since March 31, everyone who slaughters and sells meat has been required to stamp his permit number on every wholesale cut, unless the meat is inspected and passed for wholesomeness by Federal, State, or city inspectors.

The Federal inspection stamp is a circle of deep purple, with "U. S. Inspected and Passed" printed in abbreviated form inside the circle. The State and city inspection stamps usually are somewhat similar. The permit number is at least a quarter of an inch high—the letter "P" followed by the slaughterer's number, enclosed in an oval—all printed in deep purple ink.

Inspection stamps and permit numbers appear only on wholesale cuts. When the larger cut is further divided for selling, naturally only one retail cut will bear the stamps. You may be able to see a sprinkling of them on meat in the showcase.

ILLUSTRATIONS in this issue: Cover, American Red Cross; pp. 2 to 5, Clay Shannon, York, Pa.; p. 8, Sovfoto; p. 9, (top) Sovfoto, (lower) Republic of Poland, ARC; p. 10, ARC; p. 11, (top) ARC, (lower) Greek Ministry of Information, N. Y. Times, Courtesy Yugoslav Embassy; pp. 12 and 13, Woman's Day, New York. Drawings on pp. 6 and 7, Ted Jung.

In this issue

MAY 1943

VOLUME IX, NUMBER 6

They put a "Hex" on Hitler	2
Meat on your point budget	6
Give us this day	8
It's up to you	12
\$'s and ¢'s meat ceilings by zone	14

Consumers' guide

A publication of the Department of Agriculture, Washington, D. C. Issued monthly.

Editor, Ben James; associate editors, Alice Nichols, Anne Carter; contributing writers, Gean Clark, Virginia Fairfield, Gladys Solomon, Elma Van Horn; art work, Ted Jung.

CONSUMERS' GUIDE is printed with the approval of the Bureau of the Budget as required by Rule 42 of the Joint Committee on Printing. Official free distribution, 140,000 copies per issue. Additional copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., 5 cents a copy, or by subscription, 50 cents a year, domestic; 70 cents a year, foreign. Postage stamps will not be accepted in payment.

Listen to Consumer Time

NBC Saturdays. 12:15 P. M., E. W. T.

Consumer Time is produced by the Food Distribution Administration, Department of Agriculture, and is presented in co-operation with United States Government agencies working for consumers.

CG News letter

A Wartime Supplement to
Consumers' Guide

May 1943

Rounding up reports from U. S. Government agencies between March 25 and April 24

"WAR LIVIN' DEMANDS WISE EATIN'"

If you can't heap your table with the foods your family likes best during war-time, at least be sure you supply it with the foods your family needs.

To offset food shortages, emphasis is being placed on nutrition, on getting the most out of every bite you eat.

Wartime food demonstrations are being staged throughout the country to put over the ideas of promoting production, sharing and proper use of food, knowing which foods are best, how to get the most of them with the fewest ration stamps, and how to cook them in order to preserve the nutrition values and extend the flavors of the scarce foods.

Has there been such a demonstration in your neighborhood, or town? The Nutrition and Food Conservation Branch of the War Food Administration sponsors them. State and local nutrition committees carry them out in the community.

A subcommittee or an individual takes on the job. A convenient time is chosen, a central meeting place selected, and a demonstrator is recruited from among home economists, experienced homemakers, or some other qualified group.

Local newspapers publicize the demonstration with stories and pictures. Radio stations make spot announcements of it, and interview committee members or demonstrators. Posters further spread the word. Funds for the demonstrations come from the local Defense Council or from some sponsor, such as a club or church group.

The demonstrator selects recipes that any housewife could follow, and uses ordinary

kitchen utensils. She prepares the dish, explaining each action, then offers it for tasting, and answers questions.

Anyone interested in attending such a demonstration should get in touch with the local Nutrition Committee or the local Civilian Defense Council to find out if any demonstrations are being given or to stimulate interest in giving one.

The Office of War Information report on food supplies predicts inconveniences caused by shortages in our food supplies, but points out that there is no serious lack in foods essential for life and health.

Our total food supply is increasing, but so are the urgent wartime needs of our fighting men and fighting Allies. Military and Lend-Lease food requirements took 4 percent of the 1941 output, 12 percent of the 1942 output, and will take 25 percent in 1943.

Consequently, civilians will get less food, and the contrast with the lush years of 1941 and 1942, when many were able to eat better than they had in the past 30 years, may seem severe.

"HOLD-THE-LINE" ACTION AGAINST INFLATION

Clamping down on the rising spiral of prices, President Roosevelt has ordered that "all items affecting the cost of living are to be brought under control" and those prices that are found to be too high, or unfair, are to be reduced.

Not only housewives, but people who eat out, will have to keep an eye on ceiling prices. OPA regional offices have been told they can set maximum prices for food and beverages served by restaurants, cafe-

terias, hotels, and other eating and drinking establishments in their areas when price rises warrant such action. Menus and prices used by eating places from April 4 through April 10 are to be used as the basis for price fixing.

Fresh vegetables, too, are receiving price ceilings to be established by uniform mark-ups over retailers' costs. The vegetables affected by the new OPA orders are cabbage, carrots, lettuce, peas, snap beans, spinach, and tomatoes. In many cases, prices for these vegetables will be reduced. The over-all effect of the order will be more equal distribution of supplies. Under the original freeze, those sections of the country with high ceiling prices at the time of the freeze were in a better bargaining position to get future supplies.

Uniform ceiling prices on retail beef, lamb, veal, and mutton won't be effective till May 17. They were originally to have taken effect on April 15, but after the President's "hold-the-line" order was issued, OPA suspended the date for one month, to permit re-examination of the prices. As a result of the re-examination, prices on these meats were revised downward to hold them at levels of last February.

Meanwhile, black market operations are being hit by OPA investigators. A ring of seven meat packing concerns has been indicted on charges of conspiracy and over-the-ceiling trafficking in meat. Price Administrator Brown hailed this as "the biggest hammer blow we have dealt yet to the black market."

MEATS AND FATS RATIONING

It takes a quick eye and a long memory to keep up with the changes in the meats and fats picture these days. For one thing, you now can buy sausage, including wieners, bologna, and pork sausage, scrapple, chitterlings, pork neck, and backbones for from one to two points less.

You also can exchange a cut of meat that was bruised or otherwise unfit for use when you bought it for another cut of the same point value. A butcher may not return ration stamps to you, but he can adjust the money price when it is necessary.

If you've noticed in the last few weeks that your butcher no longer posts ceiling prices for each pork cut in both his showcase and on the wall but lists them now only on the wall, and that the lamb and mutton you've been buying now bears OPA grading stamps, puzzle over it no longer. These changes have been made in accordance with recent rules issued by OPA. Another new rule with which your butcher must comply is, he must not reduce the point values of rationed meats and fats without lowering his price at least 25 percent below the ceiling as well. He isn't suffering, though, for it is the normal practice for him to cut his prices when he must sell some meats quickly to prevent their spoiling.

Even your butter and cheese man has been affected by a new ruling. From his standpoint it's a good innovation because he can now collect points ahead of time for the butter and cheese you order delivered to your home. That makes it possible for him to leave your order on your doorstep before you are awake, or late in the day when you're not home. If it develops that he can't fill all or part of your order he must give you a ration check which you take to your local War Price and Rationing Board and exchange for a certificate that will be good for any foods covered by the meats and fats program.

STOP THOSE CHICKEN THIEVES

Chickens may once more be found—not in every pot—but in some pots at least, as OPA places ceiling prices upon poultry and as the campaign against poultry black markets goes into swing.

Uniform prices for many different types of poultry have been established. Prices of drawn and quick-frozen poultry items have been reduced by as much as from 1 to 10 cents per pound. Drawn and quick-frozen broilers and fryers, however, have been increased from 1½ to 2 cents a pound.

Measures have been taken to speed up the flow of poultry through legitimate channels and protect the honest dealers. A total of 116 court actions were begun against violators of price ceilings on poultry in the first 21 days of the intensive drive to stamp out the black market.

NEW BOOKS FOR OLD

There's no need to worry about a new supply of ration stamps to replace those you're now doling out to your grocer and butcher. Price Administrator Prentiss M. Brown and Postmaster General Frank C. Walker have worked out a plan whereby a simple post-card application will bring war ration book No. 3 to everyone.

Lining up in the little red schoolhouse to register for yours won't be necessary. Between May 20 and June 5 your mail man will bring you application forms, good for a single person or an entire family, which the head of the house must fill out and mail between June 1 and June 10. OPA mailing centers will start sending out the books late in June.

MORE FOR LESS

The point payment for the processed foods situation has taken a turn for the better. All frozen fruits and vegetables, and all canned, bottled, and dehydrated soups have had their point values lowered by OPA.

For black-eyed peas, some people call them cow peas, as well as all dried or dehydrated fruits, things are even brighter. You can, for the present at least, get them without relinquishing one precious point. Rationing rules on other dry peas, beans, and lentils have also been changed by OPA.

Coffee, too, has its share of the spotlight. Price Administrator Prentiss M. Brown tells us that the coffee supply situation has so improved that we'll all keep right on getting our one pound every five weeks. He even states we may get more than that in the near future.

But here's a cautionary note. Don't expect to buy those processed foods requiring point payment at your druggists' point free. He can sell baby foods, grape juice, and other similar items, but he must pay points for them, too, and collect them from you.

MOTORISTS' HEADACHES EASED

Some of the "string" has been taken out of the stringencies put on driving by OPA. There are even new cars to be had if you can prove your need and pay the price.

Fifteen hundred passenger automobiles, having a manufacturer's list price of \$2,500 or more will be sold to those signing a statement that the car will be used in a gainful occupation or in performing work related to the war program or public welfare.

If you can't buy one of these, the Government cautions you to care for the car you have. Despite the fact that you drive less and drive shorter distances, periodic checkups are necessary, says OPA.

Holders of rationing certificates for tires and tubes also have their share of the blue on the horizon, for now they can use them when they wish, not within a 30-day period as heretofore.

Even Victory gardeners have their lot made easier. If you're one of these and cultivating a plot in a suburban area or in the country and can show your need for extra mileage, you'll get gas enough for up to 300 miles. You must prove, however, that:

1. You're regularly cultivating a tract of 1,500 square feet or more devoted to the growing of vegetables.
2. You can't get to your garden any other way and that your labor is necessary to the cultivation of the garden.
3. If it is possible you'll be willing to share your car with other Victory gardeners.

All this doesn't mean, though, that you'll get extra rations of gasoline to drive between your temporary summer home and your place of work. Nor does it mean you'll have gas to run your pleasure boat, says OPA. The war's still on!

HEAD TO TOE NEWS

Clothes are catching their share of regulations these days. War models of men's overalls complete with their dollars and cents ceiling prices will soon be yours for the buying, according to OPA.

The shoe situation also has shifted. Play shoes, and other types not usually used for street wear, manufactured, pack-

aged, or shipped after April 15 will go on the ration list. It is not as bad as it seems, though, for those that left the factory before April 15 and those now on your dealers' shelves will remain unrationed.

If you've bought a pair of defective shoes that can't be repaired because of workmanship or material, they can be replaced without the loss of your shoe stamp. Local War Price and Rationing Boards will issue a special shoe stamp to enable you to replace the defective shoes you bought.

LIKEABLE LISTENING

Profitable with a capital "P" is the 15-minute radio program rightly called "Consumer Time" which is held each Saturday over NBC between 12:15 and 12:30. Helpful hints to homemakers on a variety of subjects are its stock-in-trade and convenient cards, recipe file size, called "Consumer Tips" are offered free to all listeners who send in a written request. Local newspapers list the exact time of the broadcast in each State.

Just how useful consumers find these cards is shown by the requests that pour in each week. Among the recent favorites are the following:

"Sixty-Five Ways to Stretch Your Meat Ration." This is almost as good as money in the bank for it makes your family's meat allotment, as well as your pennies, go further.

"Red Stamp Table of Ounces" is a guide to the point value of various meats per ounce.

"Take Care Of The Wool You Have" helps you to fight the annual battle of the moths.

"Fresh Fish For Wartime Meals" is full of ideas on how to fix the finny species so you and your family will find them fine eating.

THIS AND THAT

•The "Carry Packages" campaign has been a success. Substantial savings in gasoline and tires, plus reductions in delivery mileage, have resulted from Mrs. Home-maker's toting her own small bundles, the ODT reports.

•New household refrigerators, 400,000 of them (148,847 electric and gas operated, and the remainder nonmechanical), plus thousands of used refrigerators that have been standing in dealers' storerooms, will be released to the public this spring. The new ones will be of 3½ to 5 cubic feet capacity and are being released under a WPB order, while the used ones will reach the market as the result of new OPA regulations and will possess only a 90-day guarantee. If you buy a new one, you'll have to sign a Government form attesting to the fact that you need it and that you possess no other domestic mechanical refrigerator.

•Plenty of tools, fertilizers, insecticides, and fungicides will be available for Victory Gardens this year according to a supply status round-up by the War Production Board.

•Do you know the simple facts of keeping cheese? This important protein food, now rationed along with meat, may suffer from melting, molding or drying in the home kitchen, unless it is kept cold and cut off from air. Refrigerator temperature is right for cheese, because it keeps the butterfat from melting and running out. A tight wrapping in waxed paper cuts off air from the cheese and helps keep down mold. It also helps against drying, but drying need not cause waste of cheese. Grate hard cheese, and use it in cooking or for sprinkling over the top of other food.

•You don't have to surrender any precious ration points for sugar for home canning. It will be available to housewives on about the same basis as last season. In 1942, housewives applied to their local boards for allotments of sugar on the basis of one pound for each four quarts of fruit that it was planned to can, and in addition, for one pound for each member of the family. Roughly, the same pattern will be used to give home-canning sugar allotments this year.

CG News Letter

May 1943

Published by the Department of Agriculture in cooperation with the Office of War Information, Washington, D. C.
Prepared by Food Distribution Administration

1.94
Ad 422c
exp. 1

LIBRARY
CURRENT SERIAL RECORD
JUN 25 1943
U. S. DEPARTMENT OF LIBRARY

circ

Consumers' guide

June 1943



um a consumer

I am a consumer

I work in a tank plant. I farm 80 acres. I work in an office. I clerk in a store. I am a brakeman on a railway. I am a stock broker. I drive a truck or a taxi. I practice in the courts of law. I raise cotton on shares. I am a Member of Congress. I mine coal.

I am a young housewife. I am a high-school senior. I am the wife of a soldier. I am a homemaker for my husband and 5 children, oldest 16 years. I am a secretary. I am the mother of a bomber pilot.

I live on every highway and byway. I live on every main street. I live in the trailer camps, in the suburbs, on the boulevard. I live along country roads, in clapboard shacks near munitions plants, in mansions and in tenement houses. I know no lines of race, creed, or color.

I once went my own special way. I bought the ice boxes and the radios—the hats, the stockings, and the pork chops—where I pleased, and according to my own taste, and size of my pocketbook.

Today, I, the consumer who once believed everyone had a responsibility toward me, now have a duty to the war equal to the men at the front.

I have wartime power that outranks admirals and generals.

I can say "yes" or "no" to the cry of our soldiers on the battle lines for munitions and food.

I can decide whether our Allies get the meat and bread they need to fight our own cause.

I can say, in a word, whether high prices will reduce the value of my pay envelope.

It's my power to tell whether the War Bonds I have bought keep their value in purchasing power.

I can decree by the way I market for the most nutritious foods whether we have healthy people or sickly people.

I can lose the war and all it stands for or I can win it.

I stopped by my corner grocer. He operates 1 of 10 shops within a radius of 300 yards. He could look out from both windows of his store and see small cramped homes housing busy people. Two flat dwellings, some old homes turned into rooming houses, and up the street a settlement of new apartment buildings with the yellow brick and mortar hardly dry. For the past few years he competed with the neighborhood stores and had done a good business along with the rest of them.

I dropped in last Monday morning just as two men were putting down a barrel be-

hind the counter. The storekeeper paid them \$8.42, and the men departed.

Al opened the barrel; it was full of chickens, freckled with pinfeathers.

"You didn't get that barrel of chickens for \$8, Al?" I asked.

Al acted mysterious. I bought a loaf of bread and went out.

That evening after work I came by for a chicken. Chickens were unrationed, and Al had about 20 stacked up in a showcase well filled with other meats. He told me chickens were 60 cents a pound and that he would not draw them. I didn't

think I wanted chicken and told him. I stood by, examining the price ceiling card which Al was displaying obscurely behind the scale. It said, "Fryers 42-43."

The store filled up. A man in working pants and a leather jacket, holding the hand of an extra active little girl of four or five, asked Al for a chicken. Al threw it on the scale; it weighed 2¼ pounds. Al said it was \$1.38. "Pretty high, isn't it?" said the man.

"I don't know—might be! Want it?"

The consumer took out his pocketbook, removing a \$5 bill and two ones, the contents of his wallet. He cast a melancholy eye on the money, hopelessly laid two one-dollar bills on the counter.

While Al was wrapping the chicken, the man muttered to himself as much as to me, "It doesn't do much good to earn seven bucks a day, does it?—when chicken with the head on costs you 60 cents a pound."

"Why didn't you look at the price ceiling?" I asked him.

"What good does that do?" he asked. "I'd have to walk a mile to find a store that had a chicken selling within the price ceiling."

This consumer was taking 20 percent—a dollar out of every five he made—from his pay envelope. He was doing it by not demanding that the merchant hold to the ceiling price.

"How come Al?" I asked. "You only paid \$8.42 for a barrel of chickens and charge 60 cents a pound."

Then he explained. "I buy a barrel of chickens at the wholesale market and pay the regular price for them. When they deliver them they asked me for \$8 extra. That means it keeps the books of the black market clear on each sale. But they will not deliver the goods until I pay them the extra price. That's what you saw me doing when they delivered the goods."

"Why," I asked, "do you stand for that shakedown and raise the price of chickens?"

Al shrugged his shoulders. "If I don't do it, my customers will go to somebody who does." Al laid it all on the consumers.



Black market

Young Ella Smith stormed into the house, threw a scrawny bundle of groceries on the table, and burst into tears.

Joe, her husband, was washing the grime of the factory off his hands, and he came into the kitchen, wiping them, to find out the trouble.

"What's the matter, honey?" he asked. "Who did you dirt? I'll beat 'em up."

"That grocer!" she flared. "The one down on the block. I went in to buy a steak; I wanted so much to make you a good dinner. I think it was because I looked at his ceiling prices that he wouldn't sell me one. He saw me over in the corner, reading them, before I asked for a steak."

"What has that got to do with it?"

"Don't you see? He doesn't want to sell to people who look at ceiling prices."

"Doesn't make sense," said Joe.

"Oh, but it *does* make *dollars*," fumed Ella, in a rage. "I stood there, and heard him tell me he had no steak, and then a man came in and whispered something to him, and he went into his ice box and pulled out a T-bone steak. He didn't even take any ration tickets for it."

"Look," I said to the butcher, "you said you had no steak, and now you are selling some steak. How come?"

"The man ordered it in advance. All our steak is bought before we even get it."

"Then order me some for tomorrow."

"Sorry, lady, I don't know whether I'll be able to get any tomorrow."

"But you're going to get it for other people?" I said.

"That's right," the butcher had the nerve to say, "They can afford to pay for it."

"I can pay your prices, marked on the ceiling price card, over there," I told him.

"This meat is better than the meat those ceiling prices were figured out for. It costs more."

"But I thought the Government put ceiling prices on all meat."

"Sure," said the butcher, "Sure, sure."

"Will you take my order?"

"If you can pay the price."

"I won't pay any black-market prices for meat!" I told that grocer. "You won't get meat, then," he said."

Joe had finished wiping his hands, and now he was rolling up his sleeves. "We're going back and give that guy a black eye, so he'll have to use his black-market steak to poultice it."

But Ella's rage had subsided. "No, Joe," she said. "That isn't the way. That's not going to solve it. But what *is* the way?"

That was a straight black market. The customers who bought the steak paid a stiff price but sacrificed no tickets.

Meat taken out of regular channels of trade to go on the black market is meat that soldiers and sailors don't get. It is meat that war workers who abide by the rule go without and so lessen production of essential materials. The consumer who buys it that way is a saboteur.

Careless housewife

Once more it's the grocery store. Margaret Jones hurries in at 4:30 from the movies. Dinner must be ready at 6.

The tags on canned goods are high—both price and points. There are no points on vegetables and dry beans. Margaret has points in her book. She has her choice among fresh vegetables, potatoes, hamburger, poultry, and a good soup bone. But there's no time for preparing vegetables for soup, none to make a meat loaf with the hamburger.

Jane Peters who works in the munitions plant from 7 to 4, is shopping, too. She looks weary, after 9 hours at her bench, but determined, too. "I want a pound of veal and a pound of pork for meat loaf," she tells the butcher. "Grind it fine."

And I want carrots—they're cheap and good. And spinach."

"When do you have time to cook?" wonders Margaret, balancing a can of spaghetti, and a tin of corned beef.

Jane's look takes in the cans. "You're going to run out of points before the month is up," she warns Margaret. "I couldn't give my husband that kind of food. He wouldn't be able to stand up to his job in the steel mills. He needs good meat, fresh vegetables, milk and eggs and cheese—not just starchy spaghetti."

Margaret shrugs. "It's all I have time to fix, it takes so long to get waited on at the store these days." She rushes home, opens her cans, and puts her meal on.

"We've been invited to the Price's to play bridge tonight," she tells her husband. But he doesn't want to go. He complains of a headache. He goes to bed early.

"Bill," she says to her son, "you'll have to help me fix these tin cans for the salvage drive."

"Aw gee, Mom, I'm tired."

"You're always tired," his mother sighs.

"Well, what if I am? Whattaya want to buy canned stuff for anyway, in the summer? They wouldn't have to salvage so much tin, if you didn't buy so much."

A worried look comes into Margaret's eyes. Big Bill and little Bill were never so cross. Is it war nerves?

Or is it those fresh fruits and vegetables she passed up at the store? Is that what they need?

What has she done?

Margaret has not only taken needed tin from use in essential war effort. She has brought to her family an unbalanced meal that leaves them wanting, no matter how well it tastes, in food values required to make them healthy.

☆ ☆ ☆

I am a consumer. I live on every highway and byway. I can move into the front lines of the home front by watching price ceilings, challenging black markets, keeping an alert eye on all shopping lists.



Radford does a town-sized job

The better-eating program underway "full steam ahead" in one of Virginia's busy war towns is a plan your own community could follow

IN CASE you've never heard of Radford, it's a town where homemakers are buying more leafy green vegetables these days. Where fifth-graders score their own Victory school lunches. Where high-school boys get up half an hour earlier to eat a good breakfast. Where there is a case on record of a 4-year-old boy who asked his mother to fix some good yellow squash.

This is the story of Radford's town-wide better-eating campaign.

Like many another Virginia city, Radford is a war town. Powder bagged in Radford makes big guns talk. Radford's foundry works around the clock. Radford's ribbon factory now is making something more warlike than silken streamers. And, as before the war, Radford is a railroad center and the home of one of the State teachers colleges. Geographically, Radford sits high in the Allegheny Mountains of southwestern Virginia. The New River, that curves in toward town, drains, by way of the Ohio, into the Mississippi.

Today, Radford citizens figure time from the big boom that started over a year and a half ago with the beginning of construction of two powder plants north of town. In a few months the population jumped from about 6,000 to nearly 25,000.

Now that the count has settled to about 12,000, Radford citizens can speak calmly of those seam-splitting days when some beds took three shifts of sleepers in 24 hours. But even from their matter-of-fact descriptions, you can easily reconstruct the confusion that was Radford then.

War workers more often than not spent their first night in town on the hard wooden benches of the Norfolk & Western depot—got up early to knock from door to door to find shelter.

Radford homes took boarders, roomers, or both. High-school girls put up as many as 30 to 40 workingmen's lunches each morning before they went to school. But even though the town did its hospitable best, quarters were so cramped that home to some 80 hard-working construction men was a basement with a dirt floor, makeshift wooden bunks with

straw mattresses. Others spent the winter in tents or trailers.

To Radford's five elementary schools and the high school came children from all over the United States. Many, changing from a 12-grade system to Radford's 11-grade one, spent the first days of the term locating themselves in the right grade. It took one high-school girl two months to discover she was repeating herself.

Things are more settled now. Construction workers have moved on—defense families have moved into the finished new houses. But Radford still is bustling. Mothers as well as fathers work at the powder plants. Children in the upper elementary grades or high school are responsible for many a family meal when mother is on the night shift.

Radford's nutrition committee

Ask Radford's man on the street about the town's Nutrition Committee and you'll likely get one of those I'm-a-stranger-here-myself answers. But whether they know it or not, there are few Radfordites who haven't been reached in one way or another through the efforts of the 13 volunteers who make up the committee.

Represented on the committee are the grocery stores, the restaurants, the college, the public schools, welfare department, public health department, and homemakers, both white and Negro. It's their job to coordinate—that is, to harmonize and bring to common action all the programs of all the agencies in town that can promote better eating.

Members of this committee would be the last to claim their efforts 100 percent successful. But visit the public schools, the eating houses, the grocery stores—in these flash backs of Radford's past year—and you see the progress they're making.

Miss Jonnie Gore speaking

"Eating a good lunch—and every bit that's on your plate—is just as patriotic as saluting the flag."

Miss Gore is talking to her 33 fifth-graders in Belle Heth School. She's not

doing all the talking, though, for that's not the way she teaches. It's just after noontime and the children have their desks in an informal semicircle facing the blackboard. There's an undercurrent of excitement, for Miss Gore has just announced that today they're all going to score their lunches. Miss Gore does this at least once a month with no warning.

On the board she has written the score card:

Milk.....	40
Plate lunch.....	35
Sandwich.....	20
Soup.....	35
Fruit for dessert.....	25
Ice cream.....	10
Popsicle.....	5

A Victory Lunch is one that scores 100 points or more.

With this score card the children who bring their lunches can check their eating as well as the children who eat in the lunchroom, which Miss Gore supervises. She sees to it that the plate lunch really is worth 35 points. Children who bring their lunches from home may supplement them with milk bought at school.

David who ate today's plate lunch—macaroni and cheese, cabbage, apple and carrot salad, hot buns—with prunes, and a glass of milk—easily gets 100.

As the fifth-graders practice their arithmetic and learn basic nutrition facts scoring lunches, Miss Gore works in a note on the clean-plate campaign being carried on in all the 5 schools. She reports that the 72 children, who ate in one sitting today, left less than a quart of wasted food. There has been a sharp cut in plate waste in the past months. One reason: All eaters, when they finish, scrape what's left into a common pan—see for themselves how a little on each plate swells the total. Time was when the same 72 students scraped away well over a gallon of good food at one lunch.

All of the seven grades of Belle Heth School learn about good eating and less waste—not as a separate school course—but along with their regular work.

Seventh-grade girls help the one cook prepare lunches, another shift helps clean up afterward. The older boys do some of the buying for Miss Gore. They've learned to bring back carrots instead of snap beans if the beans don't come up to Miss Gore's standards of freshness or are too high in price.

Every teacher in all Radford's 5 elementary schools teaches some nutrition. Many keep a record of Victory Lunches—a star for each 100-point lunch and a big V for every 17 of them. Some of the younger children score their lunches daily, weigh themselves monthly—keep track of their weight gains or losses.

"You don't have to be an expert to teach nutrition or any other subject," Miss Ida Einstein, elementary school supervisor, tells the teachers. But you do have to have faith that you can do it—know where to get the right kind of teaching materials.

That's where the Nutrition Committee comes in. It provides every teacher in the five elementary schools with such simple teaching materials as the Victory Lunch score card, standards for an adequate lunch, and monthly bulletins of pertinent information.

And the teachers in the schools who, like Miss Gore, do the buying and planning for the school lunches meet once a month with two members of the committee, Beth Jordan and Farah Rust, home economics teachers in the high school. Proposed menus for the next month are discussed and amended, if necessary. Miss Rust, in

charge of the school nutrition program, also sees to it that recipes are furnished for foods that are currently in greatest supply.

Stephen Adams wars on waste

It's last winter and Mr. Stephen Adams, proprietor of the Busy Bee Cafe in East Radford, is putting the usual three thick slices of bread on a small plate. On the stools across the counter sit hard-working he-men in grimy overalls and mud-spattered work suits. At the tables for four back of the stools sit more men. And back in the booths, there are more.

All have three slices of bread. Steve is thinking of the pile of half slices he had to throw away yesterday—and the day before—and the days before that. Steve is thinking, too, of his native Greece. Steve remembers friends he left there back in 1920 and thinks how welcome even that left-over bread would be to them. Steve knows a country at war cannot afford to waste food.

But Steve can't tell all this to his patrons. It's too long a story. And anyway he knows what they'd say. They paid for the meal didn't they? And haven't three slices of bread always been included in the price? Steve worries.

Steve is also a member of the Nutrition Committee. At the next meeting he speaks his thoughts. The Committee listens and considers. They've spoken of food waste before. They have started antiwaste campaigns in the schools. But this is something different. You can't get grown

men to add up Victory Lunch points or scrape their waste into a saucepan.

Farah Rust reports that one of the most noticed of the high school's antiwaste efforts were window displays that showed how the food wasted at one noon meal would feed so many soldiers. Perhaps something on that order could be worked out—maybe an eye-catching poster.

Result: 40 posters on antiwaste went into the public eating houses of Radford—in drug stores, restaurants, hotels. Posters were made by home economics students in the college. It was part of their training in community servicing.

Of course, the posters didn't change Radford's eating-out habits overnight. But there was much comment on the posters and Steve thinks his patrons may be wasting a little less bread. The campaign isn't over by any means. Beth Jordan, committee chairman, Steve, and Mrs. Emily Garnar, of the college home economics department, have it on their lists of things to get done this year.

Mrs. J. W. Smith, block leader

"Drive slowly. This is the home of 270 children." So says the sign at the entrance to Sunset Village in West Radford where Mrs. J. W. Smith lives. This is one of the new housing projects—more than 100 detached four- and five-room houses now settled by defense workers.

Mrs. Smith's husband is a carpenter at the powder plant. The Smith's daughter and son-in-law live with them, work at the



Checking up on lunches and weight in Miss Jonnie Gore's fifth-grade room. Today's lunch included fruit, rates 25 extra points.



Leftovers like this started Steve Adams' war on waste. Here Hope Lindsey, college student, leaves Steve a helpful poster.



Negro class learns about "vitamins and stuff" in adult Red Cross nutrition course held Thursdays in Radford's Fairview School. Farah Rust is teaching as she chops cabbage.

powder plant. Mrs. Smith keeps house for all of them.

But Mrs. Smith has time for her war work, too. She and 200 other women are the backbone of the block-leader set-up now well-organized in Radford. When there is information that the Government wants to get into every home, Mrs. Smith slips on her hat and coat and makes some 20 neighborly calls on the women in her "block."

When she knocked on the door of Mrs. Mark Cross last February, Mrs. Smith had point-rationing facts firmly in her mind, and helpful printed information firmly in her hand.

As she sat in Mrs. Cross's living room, exactly like her own except for furnishings, Mrs. Smith passed the time of day and then talked point rationing. She offered Mrs. Cross a sheet of buying tips and a sample market plan for a week's buying. The plan was worked out for a family of two adults and two children, but Mrs. Smith showed Mrs. Cross how she could adapt it to her family of three.

That suggested plan was worked out by the Radford Nutrition Committee back in January when members looked ahead to point rationing and saw that family meals might suffer unless women were helped to use their points to best advantage, keeping

diets well-balanced in spite of shortages of certain foods.

The Nutrition Committee considers the block-leader system one of its best ways of getting their information across to every home. For Radford is a scattered town. Norwood Street—its main thoroughfare—stretches a good 5 miles from east to west. Many a Radford mother with several children can't easily get away to meetings and demonstrations. In some sections of town, they send children out to do the bulk of the grocery buying.

Recently, in an effort to find just what sort of information the women wanted and could use, each block leader was asked to make a survey as she went about her regular point-rationing and Victory Garden visits.

Of the 2,112 families called on, 1,178 liked the simple market plans provided on the point-rationing visit, 807 wanted easy-to-read short bulletins, 324 wanted additional help in nutrition classes, and 327 wanted classes in canning and other ways of saving food. Last year, 1,256 of them had a vegetable garden and 1,482 will have one this year.

From this report, the Nutrition Committee takes its cue as to the type of material that will be the most useful on the next visit of the block leader.

Every Thursday night

"It's like starting to school all over again," says Mrs. Willie Hines, Negro homemaker of Radford.

It's the third meeting of the Red Cross adult nutrition class held for 2 hours every Thursday night at the new Fairview school. Tonight Farah Rust is doing some extra-curricular teaching. She and two college home economics seniors are having a demonstration class on vegetable cooking.

Besides Mrs. Hines there's Charlotte Clark who's interested in finding out about the "vitamins and all that"—nurses, maids, a minister, grade school teachers, and high school students—35 altogether. There are several children present, too—among them 7-year-old "Pud" Alexander, "who can fry the best potatoes."

Miss Rust is chopping up the cabbage, preparing a raw apple and cabbage salad that saves all the good food value in both. As she chops she talks—asks questions. Soon the whole class has something to offer. She works the discussion around to the importance of fixing food attractively.

"That's right, Miss Teacher," seconds a homemaker in the third row. "If it don't look good, they don't eat it."

Then Miss Rust cooks some cabbage—warns of loss in food value from overcooking. By adroit questioning and discussion, Miss Rust gets the information across—how you can cook cabbage with foods that take longer cooking by adding the cabbage at the last. She tells of ways to vary cabbage if you serve it often.

So goes the demonstration class. Finally, the class tastes the food—and adjourns until next Thursday when the problem will be how to pack a healthful, hearty workman's lunch.

This class is a result also of last January's Nutrition Committee meeting when it was decided to offer a series of standard nutrition courses to at least 50 Radford women.

Gay drinks her milk

It's last summer. In Arnheim, one of the town's three oldest residences that is now the high school home economics house, 15 nursery school children are having lunch.

No one knows it—but history is being made at Arnheim today. For Gay is drinking milk. At home she won't touch it. But Gay sees Richard and Conley and Keith all drinking it. It seems to be the thing to do. So Gay drinks it and finds it not bad at all.

So did Bobby start to eat potatoes. So did Richard learn to like squash so well he asked his mother to buy some. So did all the children learn to eat what was set before them.

By being firm with the children—making little fuss at mealtimes, giving them small portions of new foods with strange tastes—Beth Jordan taught good nutrition to children who couldn't even spell food. Beth Jordan is chairman of the Nutrition Committee and she knows that you can't start too soon when it comes to nutrition education.

Saunders grocery store

Students who go to Radford State Teachers College learn more than teaching. They learn by practice in Radford how to reach the communities in which they will one day teach. You find them all over town.

One of their best examples is friendly M'Ledge Moffett, dean of women and head of the college home economics department. Dean Moffett is a power in Radford. Known or unknown she has a hand in most all community undertakings. She was first chairman of the Nutrition Committee, is still an active member. She is chairman of Radford's OCD civilian War services.

A favorite among Dean Moffett's classes is her junior home economics course in

community servicing. This class as part of their home work has helped out in nearly every phase of Radford's nutrition program. They teach in Radford schools—help out in lunchrooms—gain experience in the nursery school. They help train block leaders and help teach adult nutrition courses. They prepare menus and market orders used in Radford's Welfare Department. They keep up to date with Radford.

This spring, they studied wartime food control and rationing. To see what they did about it, let's visit Saunders Grocery Store.

It's Monday, March 1, 1943—first day of the blue stamps. C. C. Saunders, tall, lean proprietor, is waiting on his customers. His is a small community store and canned goods make up the major part of his stock in trade.

Women come in about their business of buying—women from several blocks away with coats on over their house dresses.

In comes Mrs. A. W. Snider with her six ration books—one for herself, one for her son, one for her husband—and three for boarders. As Mrs. Snider looks over the canned goods, she seems puzzled.

Rheda Dalton approaches Mrs. Snider in a friendly manner. Rheda is a college junior—and it's part of her community servicing class work to stay in this store all afternoon, to be a ration "explainer."

Rheda asks Mrs. Snider if her block leader has visited her, and if she has clipped from the paper the table of point values. The answer to both questions is "yes," but Mrs. Snider still welcomes a little help.

Mrs. Snider remarks that point values are a lot higher than she thought they would be. Rheda suggests that since they are, she may want to look over the way the college seniors have arranged blue-stamp foods in order of the food value they supply. Dried beans, for instance, she points out will yield about three times as many servings per pound as canned beans.

Mrs. Snider considers the list, asks for a copy. She invests in some dry beans and some fresh carrots and decides to go home and study a little on her point budget. Rheda helps her tear out her stamps to best advantage.

Reports turned in by the 62 girls who served as explainers show that most women were overcautious at first, spent practically no points the first day. Some of them acted on the suggestions of the explainers. Others were too busy to listen.

But that, Dean Moffett tells her class, is what you must expect and learn to deal with. You have to reach all sorts of people in all sorts of ways. You have to take them as they are, start from there.



Explaining rationing in C. C. Saunders' Grocery Store. Rheda Dalton, college student "explainer," helps Mrs. A. W. Snider budget her points. Jimmy Moore learns too.



Children take an interest in Radford family meals. Many do the food buying.

Banish those bugs!



THE BUGS are back. The battle's on. In every house, every back yard, every vacant lot, every heretofore unused fertile plot, it's time to fire the first shot. True, it will come from a sprayer and not from a gun, but every bullet—that's each ounce of insecticide—must count. That's because the chemicals from which they're made are fighting other foes as well as bugs . . . fighting for freedom.

In spite of this, there'll be enough for farmers and for your green-growing Victory Garden.

How are we going to stop the two-pronged insect invasion—indoors and out? Fortunately, there are plenty of what-to-do-about-it rules. Of prime importance is the one that goes like this: Know thy enemies. For, if you don't know them you can't fight them. Bulletins issued by your own State Department of Agriculture will help you, as will your local county agricultural agent.

After a bit of booklet poring you'll find these pests fall into three groups: chewing insects, sucking insects, and those that hide out of sight. The chewers are those that bite off plant tissue, often leaving it riddled with holes. Among these invaders are caterpillars, worms, beetles, grasshoppers, crickets, and maggots.

Chewers

One of the most common of this group, the cutworm, feeds at night and coils up during the day on rubbish or in the soil at the base of the plant. When you find plants in your garden that have been bitten off near the ground, you can be sure these bugs have been at work.

Tomato and cabbage transplants can be protected by placing a cardboard collar around the plants immediately after transplanting. This collar should be the size of a postcard folded in the form of a cylinder stuck about 2 inches deep in the ground and about 1 inch from the base of the plant. It should protrude about 2 inches above the soil. If cutworms are excessively abundant, they can best be com-

bated with poison bran mash, made of 1 pound of sodium fluosilicate or paris green to 25 pounds of wheat bran, scattered on the soil near the plants in the late afternoon or early evening.

Tar paper or tar felt disks about 6 inches in diameter fitted around the bases of plants belonging to the cabbage family are good protection against the cabbage maggot.

Chief cabbage enemy is the cabbage caterpillar. This bug can be killed by spraying the plant with calcium arsenate, cryolite, paris green, or barium fluosilicate before the heads begin to form. After the heads start to form use pyrethrum in order to avoid leaving a harmful residue on the finished product.

Another chewing insect is the European corn borer. It causes stalks to break or wilt, or both. The breaking over of corn tassels is one of the signs of the presence of this pest. Sometimes these borers can be controlled by cutting them out of the plant. Rotenone used at exactly the right stage of development of the plant will also kill them.

Corn-ear worms lay their eggs on corn silk. As soon as they appear, dust the silk with two parts of calcium arsenate to one part of sulfur.

White grubs are injurious to corn, too, and they also infest potatoes. The best way to avoid infestation by this insect, which has all its legs near its head, is not to plant on freshly turned sod. Plow or dig over just before freezing weather.

For flea beetles, Bordeaux mixture, commonly used to combat plant diseases, is an effective remedy. Land plaster and hydrated lime are also good.

Next control method is not for the squeamish. It's hand-picking of large insects such as the horn worm, the corn-ear worm, the Colorado potato beetle, and the Mexican bean beetle. This method is fine for Victory Gardens because it reduces the cost of insect control, and avoids the possibility of any harmful residue being left on the plants.

Sucking insects are another worry for the green gardener. They are particularly dangerous to a truck crop because they suck the plant juices and spread virus diseases, like mosaic, for which there is no control. Wage war on these bugs with a spray of nicotine sulfate and soap.

One of the members of this group is the plant lice, or aphid. Because they are very small and usually found on the under side of leaves, sprays are the best means of control.

Then there are leaf hoppers. These small, very narrow insects are also found on the under side of leaves and usually hop away when disturbed. They are exceedingly hard to kill. For them, the best insecticides are Bordeaux mixture or sulfur dust.

Although they resemble beetles, plant bugs are sucking insects. Among their number are the harlequin bug, squash stink bug, and the tarnished plant bug. They can be killed when young with nicotine sulfate and soap.

Secret agents

The insects that hide or work out of sight are some of the most difficult to get rid of. Onion thrips belong to this class. Since they are very minute and hide in plant crevices, they are hard to reach with spray or dust. A white, chainlike mark on the leaf surface is a sign they've been at work, and badly injured plants turn white. Treat with a spray of nicotine sulfate and soap.

Another secret agent is the root aphid. It infects corn and other plants and is carried to the roots by ants who make their burrows near the plants. It's a good idea not to wait for the plant to wilt; if there's an ant nest nearby use ant bait. Any good dealer in insecticides has it.

Ammunition for the battle

Chief thing to remember is, waste for you means want for somebody else. Use every bit carefully, but be prepared. If your materials are ready the battle is half won.

Have a sprayer and duster handy, of adequate size for your garden, as well as the insecticides themselves. For a 50-foot row allow 2 quarts of liquid spray or 2 ounces of dust for treatment. And if the enemy catch you napping, a soap solution made up of 3 pounds of a good grade of laundry soap which does not contain naphtha, to 50 gallons of water is much better than no bug-banisher at all.

Remember, too, a healthy plant escapes many difficulties. Plant only those that are disease-free, treated seeds, and disease-resistant varieties. Rotate your crops. If you had a Victory Garden last year, don't grow the same things on the same strip of ground. Destroy the safe refuge of many an insect by not only keeping your garden free from weeds, but the environs free as well. After each crop is harvested during the season, gather up leaves and plant debris and burn all infected material. Spraying or dusting must be prompt to be effective and coincide with the right phase in the life history of the insect or plant disease. It must also be used on the part of the plant on which the insect feeds.

Indoors

As in most wars, the enemy attacks from within as well as without, and the home invasion is just as bad as that in the garden. Insecticides used inside are as important ammunition as those we use outside. Make every particle do its job.

Wasters from 'way back are the clothes moth and the carpet beetle. Now, however, every one of these pests living off good

wool is helping the Axis. The war can be waged the same way on both because they have the same eating habits. It's the larvae that do the damage. Kill them off in wool by washing in thick suds or dry cleaning. They can't stand sunning, airing, and brushing, either.

Even this care may not get rid of all the pests. Protect your vulnerables by storing with flake paradichlorobenzene. Use plenty to get results, for as this chemical evaporates it gives off a gas, which, if concentrated enough, kills the larvae.

For a small chest or trunk with a tight lid, 1 pound of flakes is the proper amount. In a large closet or storeroom use 1 pound to each 100 cubic feet of space. And be sure both chests and closets are closed tight. Leave no openings for larvae to wriggle through.

If you want to save what you have, and who doesn't these days, remember, garment bags are useful only when tight. Cedarized chests, bags, and closets, can't be depended on to kill moths or carpet beetles. Gadgets made to hang in closets you open and shut all the time are a waste of money.

The filth and disease carriers of the household pest group are the fly, mosquito, and cockroach. Fight the first two by keeping them out with efficient screens and by spraying. And be sure screen doors open out, not in. Spraying rules are three. Spray only when the doors and windows of a room are tightly closed. Don't overlook spaces under furniture, or the closets. To be sure the fumes do their work keep the room closed for a short time after spraying.

Food, book bindings, and fabrics are the prey of the cockroach and one of the best ways to prevent his damaging forays is fumigation by a professional fumigator. This is costly, however, and the relief often shortlived. Instead sprinkle with sodium fluoride powder along the backs of shelves and drain boards. Then fill up the cracks leading to their hiding places with putty, plastic wood, or plaster of paris.

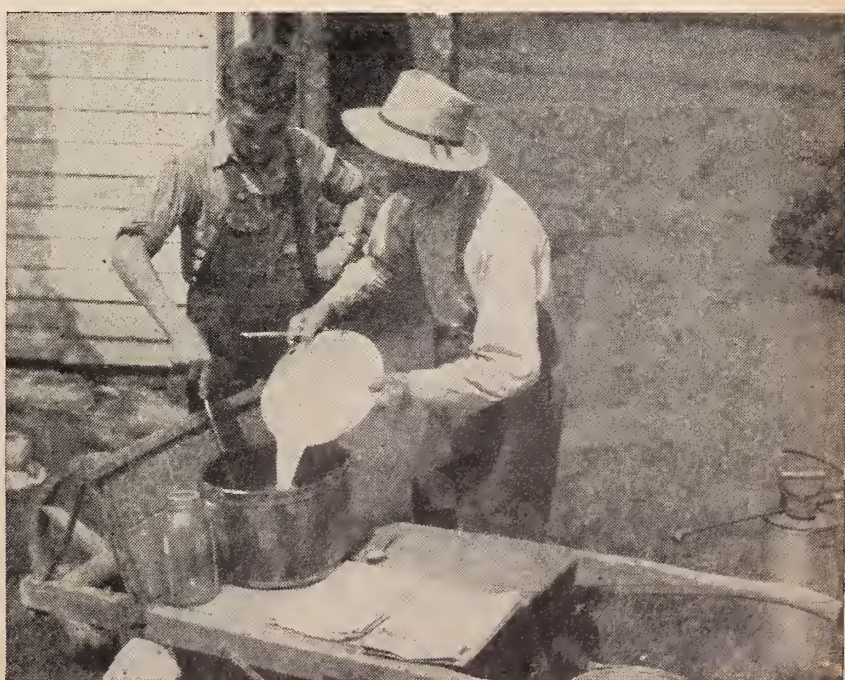
Two other insects that are equally at home outdoors as in, are the flea and the ant. If Fido or Tabby have brought fleas into your living quarters, flaked naphthalene spread over the floor of an infested room at the rate of 5 pounds to a room will get rid of them for you. After spreading the flakes leave the room closed 48 hours.

Ants are a little more difficult to banish, for control centers on destroying the queen and the young in the nest itself. A tablespoon of carbon disulfide will do this for you, but take care, for this chemical is both explosive and inflammable. Inject the carbon disulfide by means of a small syringe when the nests are in the woodwork and close the opening with plastic wood or putty. When you see the ants and can't find their hiding place, baits, powders, or sprays spell good riddance.

Of all the household pests the bedbug is most nocturnal in his habits. This insect infests furniture, clothing, baggage, walls, and laundry, and is best disposed of by fumigation. This should be done by a professional fumigator working under a license issued by the local health department.



Collars for seedling cabbage plants are good cutworm protection. Here a young Victory Gardener lends a helping hand while his father adjusts one around a tiny plant they've just transplanted.



Bordeaux mixture is the spray this Maryland farm boy is learning how to mix for his Victory Garden from copper sulphate and lime. His grandfather is showing him the right way it's done

Shopping is war work now

New York's stores are billboarded with ceiling prices these days, besieged by housewives, and ruled by ration books. Philadelphia's stores are, too. So are stores in all the other cities.

It's all there, all the machinery for price control, and after many set-backs, it's beginning to roll along.

For the American people have waked up with a jolt to the dangers of inflation. From now till victory, the cost of living must not rise. And the American consumer and the American storekeeper, working with their Government, are the ones to see that it doesn't.

Plenty of housewives in New York have problems, brought on by rationing, brought on by black markets. But plenty of them are solving their problems with good old American ingenuity.

Mrs. James Hogan is one of them. She lives with her family in Knickerbocker Village, in the lower East side of New York City. The village, an immense modern housing project, provides homes for 1,600 families, who pay rent according to their income—and the rents are not low. It is surrounded by slums, and was built to clear away the old "Lung Block," notorious for its unhealthy atmosphere.

Mr. Hogan is a white-collar worker, and his income hasn't gone up the way incomes of many war workers have. He is employed by an insurance company, and his pay has never been high. But by clever management and close economy, the Hogans keep well-fed and healthy.

Somehow, Mrs. Hogan manages to get fresh vegetables, and to keep her food budget as low as \$15 to \$17 a week for herself, her husband and their three children: Joanna, 5, Betsy, 2½, and Jimmy, 1½. But it takes plenty of planning and budgeting and shopping. She used to do it on \$10 a week, but those days are over.

Mrs. Hogan buys inexpensive cuts of meat and stretches them into meat loaves by adding cornflakes, tomato soup, parsley, onions, celery, eggs, and whatever else she can find in the ice box that is suitable.

She uses margarine for both table and cooking purposes, and carefully saves all drippings from meat or bacon to stretch her red ration coupons.



Mrs. Sally Flaherty shops on the way home from the factory. She wishes shopping arrangements could be made for working wives. With meat rationing, there isn't enough meat for the family and Pooch too, so daughter Patricia feeds him prepared dog food.



City homemakers find themselves up in the front lines in the Nation's battle to keep prices down and combat black markets

She uses fresh vegetables whenever she can, buying those that are cheapest and in season. She serves most often beets, carrots, spinach, green beans, cabbage, and onions. Even when potatoes were scarce, Mrs. Hogan managed to get old ones at not too high a price, and mashed them and made them tasty with margarine and milk.

Most of the canned and processed food points in the Hogan ration books go for canned tomatoes. She uses them in countless dishes: for Spanish rice, for soup, for a vegetable, for meat loaf, for omelets. She uses quite a few points for fruit juices, too.

"Actually, I've never had a shortage of points," Mrs. Hogan said.

And her husband added: "What we sometimes have is a shortage of dollars."

Meals in the Hogan household are planned nutritionally. No pastries are bought; all desserts are home-made, and there are usually plenty of salads.

Breakfast consists chiefly of whole grain cereal, citrus fruit, milk, and toast. It costs about 43 cents for the five Hogans.

The children eat their main meal at noon. They have some sort of inexpensive meat, cleverly cooked to be tender and tasty; a green or yellow vegetable, and potatoes; custard or cooked fruit for dessert, home-made cookies, and as much milk as they want to drink.

In the evening, the grown-up Hogans have a similar meal. The whole thing totals about \$1.15. The children's supper includes eggs or soup or cereal, fruit, milk, and cookies. It costs about 48 cents.

Mrs. Hogan shops in the morning, when she can find a good selection. She buys staples and canned foods once a month, because it saves money and time to buy that way. She purchases her week's ration of meat in one large piece, if she can, and varies it over the meals.

The Hogans haven't noticed many violations of rationing, but some of their neighbors have. They've seen grocers sell cold cuts without asking for points for them. Many have to travel outside their own neighborhoods to find food at ceiling prices low enough to fit their budgets. All say they are spending more time on cooking and marketing.

The black market has spread to almost

every neighborhood, they complain. Ceiling prices are posted, but grocers and housewives too often wink at them. Those who do it aren't gangsters. They are—or were—descent Americans. But instead of using the machinery of price control and rationing, that was established to help them, they are falling into dangerous and destructive habits.

People who have time to shop around can find stores that keep to their ceiling prices. But women who work all day and shop on-the-run, have to take what they can get, at any price.

That's the charge of Mrs. Sally Flaherty of Brooklyn. Both she and her husband work in war plants—Jack Flaherty in the Brooklyn Navy Yard, and Sally in the International Projector Co. Sally works 54 hours a week, averages \$51 with overtime. Her husband works the graveyard shift, earns \$1.26 an hour, and receives a pay envelope with \$50 or more in it.

"But we don't eat as well as we used to, when I was a waitress and cook," Mrs. Flaherty complained. "I don't have time to shop, for one thing, and when I reach the stores after I leave the factory, everything is picked over."

She used to have a set food budget of \$12 a week for Jack, herself, and their two girls, Joan, 11, and Patricia, 9. Now she can't keep track of her food budget, it jumps so from day to day. But she knows she pays more than the ceiling prices for veal cutlets, milk, vegetables, and eggs.

Shopper on the spot.

"I don't want to pay above the ceiling price, but I'm on the spot when I shop. If only something could be done to help us working women with our shopping. And if only women who have time to shop would insist on ceiling prices, or get receipts for what they buy and report to OPA when they are overcharged. It would help everybody."

She said the local of their union had the idea of trying to get women who stay home all day to do the shopping for the working women.

The Flaherty's have been putting 30 percent of their income into war bonds, and they don't want to cut down on it.

They've been making down-payments on a 5-acre place near Tuckerton, N. J., too. It has an eight-room house on it, some chicken coops, and a little ramshackle gas station.

"After the war, we want to go there," Mrs. Flaherty explained. "Name it 'Sally's and Jack's' and have a picnic grove. I could raise my own chickens and vegetables, and we'd have plenty of good fresh food to eat.

"But we're paying so much for food now, and living costs have gone up so, that we may not be able to meet the other payments on the place. We'd certainly hate to have to give it up. It's our plan for security in our old age, and in whatever is coming after the war."

Mrs. Harry J. Wilson, also of Brooklyn, has time enough to shop, but not enough money to buy the fresh fruits and vegetables and the meat and other foods her family needs.

Her husband joined the Navy 2 days after Pearl Harbor. His Navy pay, including family allotments for five children, amounts to \$44 a week. He is stationed in New York, and gets home every night to their cold-water, 5-room flat, for which they pay \$22 a month.

Many nights, he is forced to go out to a restaurant to get a nourishing meal.

Fresh vegetables were so high in her neighborhood when point rationing went in that she spent every ration point in the family on canned foods. She feels the supply of canned foods allowed under rationing will be ample, as the vegetable season comes on and she can afford to spread them with fresh things.

In Philadelphia, it was the same as in New York. Again, the story of food shortages. Again the people working long hours and having trouble finding time to shop. Again the story of black markets and disregarded ceiling prices.

Philadelphia is the second largest defense area in the country. Thirteen percent of the population is Negro, and many of them are working in war jobs.

Robert Lavins is one of them. He works in a shipyard as a welder on the graveyard shift from 5 p. m. till 2 or 3 in the morning. Eight months ago, he and his family lived partly on relief funds, partly on his small

wages as a drugstore clerk. It all came to about \$30 a week.

They lived in an apartment in a low-rent housing project, the seven of them: Mrs. Lavins who is pert and small and no bigger than a child herself, and the five little Lavins: Kathleen, 7; Robert, 6; George, 5; Ronald, 2; and Dotty, 1.

They paid \$19 a month for rent, and their food bills came to about \$20 a week, or \$80 a month. That left about \$21 a month for clothes, insurance, medical bills, amusements, and incidentals. Which means they cut things mighty close.

Mr. Lavins earns \$50 a week now, as a welder. But Mrs. Lavins says it doesn't go any farther than the \$30 went. Their rent, which is computed in proportion to their income, has increased to \$35 a month. Their food bill has jumped to \$28 a week. And what with Mr. Lavins' insurance, and the 10 percent of his pay for Victory bonds, and the Victory stamps the children buy in school each week, there just isn't any more now than there was under relief.

"We're not complaining," Mrs. Lavins hastened to explain. "We'd rather be earning it than getting it on relief. But we sure do wish it would go farther."

Mrs. Lavins knows what to buy for that \$28 she spends on food each week. Cod-liver oil and oranges for the children every morning. They line up in the kitchen, first thing, to get it. Then breakfast of toast, cocoa made with whole milk, and cereal. Sometimes it's hot cereal, but the

kids like honey-coated prepared cereals best. Mrs. Lavins likes them, too, because they save on sugar, and five youngsters certainly can go through the sugar ration fast.

At noon, when the children come home for lunch, there is often hot noodle soup for them. Mrs. Lavins buys the dehydrated kind. It costs only 10 cents a box, 2 points, and 2 boxes will make a meal.

Sometimes she serves pancakes, made with enriched flour, milk, and eggs. They love pancakes. Or she serves bologna or cold meat sandwiches.

There is always cocoa or milk, and usually some dessert such as gelatine or pudding or fruit.

The family's main meal is put on the table about 3:30, when the children are home from school for the day, and just before Mr. Lavins leaves for work. Then there is meat, rice or potatoes, or peas or beans, and some sort of greens. They usually have carrot salad, because Mr. Lavins doesn't like whole raw carrots. His wife grates them, sweetens them with sugar, adds a dash of mayonnaise and piles them on lettuce.

Mrs. Lavins' brother told her about carrots. He's in the air force, a gunner in a bomber, and he told his sister that they fed him carrots so he could see better. Mr. Lavins' eyes have been bothering him since he worked nights, welding. So his wife began feeding him carrots regularly, and he doesn't complain any more.

For dessert, in this main meal, there is gelatine or cornstarch pudding, made from prepared mixtures, to save sugar. The children have milk or cocoa to drink, and Mr. and Mrs. Lavins have coffee.

Mrs. Lavins buys her canned and processed foods once a month, saving some points for emergencies. That way she can plan her meals around rationed foods.

She buys her meat supply once a week, usually in the form of a roast or half a ham. One ham she bought lasted a whole week. She baked it first, then cooked some of it with beans, then served it sliced for sandwiches, and when she got near the bone, she cut up what was left into little bits, mixed it with bread, onions, and mashed potatoes and fried it on a griddle in the form of round cakes.

"I find I can keep my bills down, if I do most of my shopping once a week," she said, "instead of sending Kathie out to the store for cold cuts every time I run out of meat. It takes planning, but I save."

"Even so, it's getting tougher and tougher to beat the rising food costs and we're glad the Government is trying to keep prices down. Why, one store I went to wanted 78 cents a pound for hamburger. Imagine that! I told the butcher it was an outrage, and he said, 'This is black market meat, and you have to pay for it.'"

"Other living costs are going up, too. I used to buy sandals for the children for a dollar a pair. They don't require a ration



Mrs. Hogan fixes dinner for the three small Hogans, and watches vitamins as well as points. That's the way to keep 'em lively.



Dinner is served at various levels in the Hogan household, but all eat a well-balanced meal, inexpensive, yet tasteful.

coupon, and now they cost \$3—just because they aren't rationed.

"Even the movies' admission prices have gone up. It used to be 11 cents; now it's 25 in the afternoon, and 30 cents at night.

"It's a good thing they started rationing when they did, because at least we'll be able to get necessities. I'd certainly wonder what we were fighting this war for, if only rich folks could get food, and poor folks like us couldn't get any. But with rationing, you feel the Government is looking out for you. Even President Roosevelt doesn't get any more points for food than we do.

"It isn't hard to figure out points. In fact, it's fun. It makes you feel as if housework is part of war, too.

"But I wish we didn't have to spend so much for food. We'd rather put that money into bonds. We want each of the children to have three \$50 bonds, by the time the war is over, so they'll have something for their education when they're older.

"I always wanted a sewing machine, because I make all the children's clothes, and my own, too. But I don't feel I should get it now, not while my brother is a gunner in a bomber. His plane was shot down in a battle overseas, and I don't feel I should buy a sewing machine. I feel I should buy bonds.

"We only allowed ourselves one luxury, when my husband started earning \$50 a week, and that's his 'vibes'."

She pointed to a beautiful instrument, a xylophone with a motor attachment that intensified the vibrations of the bars and produced an organ-like tone.

"He's always been crazy about 'vibes'," she said, "and he always wanted to learn to play. He's teaching himself now in his spare time. It seems to soothe his nerves, after the sizzling noise of the welding machine all night. It does him good, and he figures after the war, if he can't get a welding job, maybe he'll be able to get entertaining jobs at night, playing his 'vibes'. He'll get his job back as clerk in the drugstore for the days, and maybe that way we'll be able to get along without going on relief again."

But Mr. Lavins is interested in welding, as well as vibraphones. He belongs to the Arco Club, a group of Negro welders, who are learning everything there is to know about welding.

The period after the war looks mighty uncertain to the Lavins, but they're not afraid to face it, so long as we win the war.

"I shudder to think of what would happen if we didn't win," said Mrs. Lavins. "When I see pictures of Hitler's refugees—women starving and their babies thin and hungry, I see myself and my own children, and pray it won't come here. I don't care so much about myself, but when you have children, you sort of hope they'll have a good world to grow up in, a place where they won't be slaves. You can

stand anything and sacrifice anything, just so long as you're free."

"... Just so long as you're free."

That's why we fight. That's why we buy war bonds. That's why we obey the air-raid signals.

That's why we battle high prices and black markets.

Because no amount of machinery or regulations will make bond sales or black-outs work, if public opinion isn't behind them, if people don't understand their significance.

And the same thing holds for price ceilings and rationing.

As long as housewives are willing to pay above ceiling prices to get all the meat they want, black markets will flourish.

As long as hoarders try to beat the ration, there will be unfair distribution.

That's why it's up to the housewives to fight in their kitchens and in their market places, to obey the rules themselves, and use the pressure of public opinion to get their neighbors to play fair, too.

There are ways to make rationing and price control work. In your community, you can get together with your neighbors and figure them out. You can organize committees to shop for working mothers. You can form consumer groups to study rationing and price control, and work with the Price Panel of your War Price and Ration Board.

"IT'S UP TO YOU!"



Mrs. Harry J. Wilson watches points and ceiling prices, and buys carefully to keep within her points-and-pennies budget.



Three war bonds for each youngster when the war ends, is the goal of Mr. and Mrs. Lavins. They want them to be healthy, too.

Canning in glass—summer of '43

Getting into the swing of the Nation's bumper home-canning season? Here are answers to 1943 canning questions

Let's suppose you've done a fine job with your Victory Garden. You've fertilized and watered. You've weeded and sprayed. And the vegetables are wonderful. "Garden fresh" has a new meaning for you, and "bumper crop" is the term proudly applied to the yield of your plot. But, friend, you've only just started. What about next winter when the garden is a memory and you're juggling those blue stamps? You'll be prouder than ever of your Victory Garden if some of it is "canned."

This year most of the "cans" will be glass. Furthermore the lids, caps, rubbers—"closures"—to the experts—may not all be familiar to you. There'll be jars and jar tops, but sizes and types will be designed to save strategic materials.

You can't buy that old standby, the zinc cap. Jar rings are being made mostly from reclaimed rubber. Some rubber rings are being made to fit the jar top—some in the larger size that fits the jar shoulder. But before you line up your jars and tops and begin figuring on how many quarts of

this and that you're going to can, there are some important points to be settled.

First, what about a pressure cooker?

Remember, to can all the common vegetables except tomatoes safely you must process them in a steam pressure canner. This is the only way you can get temperatures high enough in a reasonable length of time to kill dangerous bacteria that may be in these nonacid foods. If these bacteria live, they can develop a poison in the canned food that can be fatal.

There will be 200,000 new pressure cookers available this season. However, don't think you can just walk in and buy one. They'll be rationed just as other scarce articles are. If you live in the country, apply to your county farm rationing board. If you live in the suburbs or the city, watch your local newspaper for announcement of special rationing committees being set up for this purpose. Here's a tip that will help in either case: Plan to use your cooker with your neighbors. Get them to apply with you.

You won't need the pressure cooker for

fruits and tomatoes because they are acid foods. They can be safely processed in a boiling water bath.

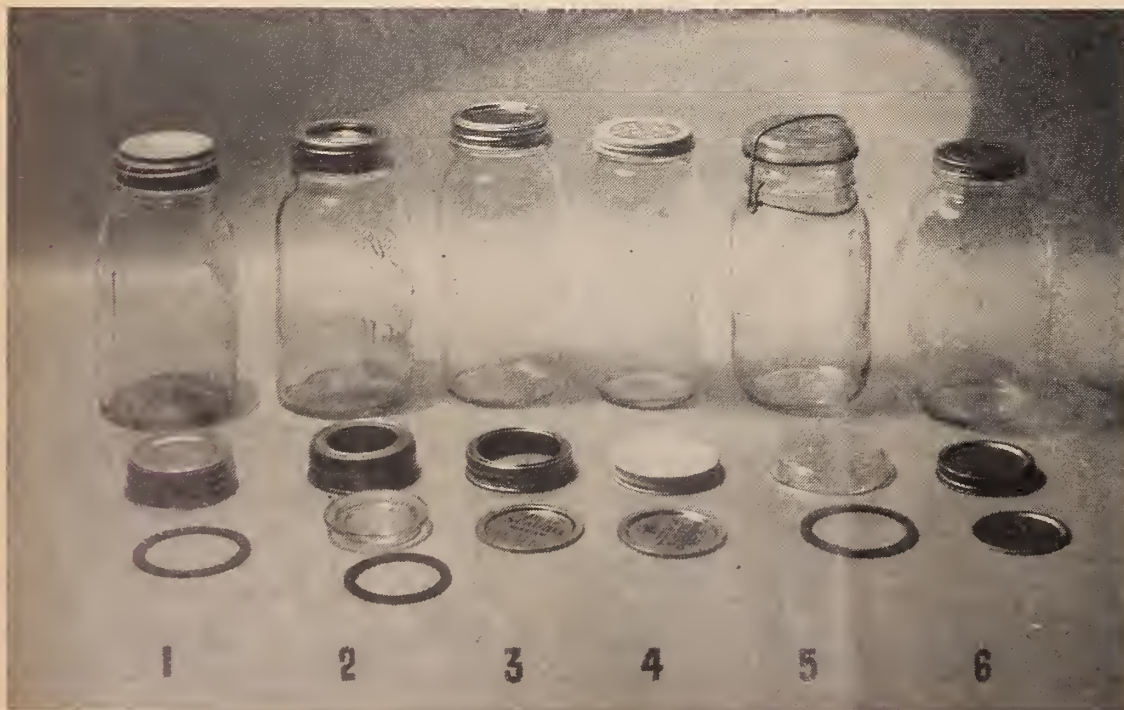
Naturally, changes in types of canning supplies call for some adjustments in canning routine. To help you get the best results . . . put up foods safely with no lost motion . . . the Bureau of Human Nutrition and Home Economics of the United States Department of Agriculture has surveyed jars and closures on the market. Here is their summing up of main types of this season's supplies.

Glass jars

USE YOUR OLD ONES. Bring out every usable jar you have—from the cellar, closet, or shelf to use yourself or to share with the neighbors. These may be:

1. Old but sound glass jars used for home canning in years past. Discard all those with cracks, chips, or other defects that would prevent an airtight seal.

2. Some of the jars in which mayonnaise, coffee, and other commercial food products are sold. To be suitable for canning,



Closures for home canning. (1) Zinc top plus shoulder-seal rubber. (2) Metal screw band, glass disk, top-seal rubber. (3) Metal screw band and metal disk with flowed-on rubber. (4) Original metal screw top of jar and metal disk with flowed-on rubber. (5) Lightning top. (6) Original screw band from a "63" and a special disk with flowed-on rubber.



Actual size of the top of a "63" jar. Disks are being made to fit this size top now—to use with the original metal lid or one like it. This is a commercial jar size.

these must be the kind that can be sealed airtight. They must be one of two sizes of jar mouths—the standard $2\frac{5}{8}$ -inch diameter or the $2\frac{5}{16}$ -inch diameter. (See illustration.) You will need to buy for the jars separate sealing pieces—metal disks for example, made to fit these sizes. Jars must either have a screw thread or lugs, which are a modified screw thread, over which a metal cap fits firmly. Along with the jars save the original caps or others like them to help make the seal.

Save all jars not suitable for home canning—for putting up preserves or other products that need only a paraffin seal.

NEW JARS this year will be pint and quart sizes and larger. Odd shapes are out. Buy only the jars you really need.

Closures

Round up all the old caps you have, too. Discard all that are cracked or bent. Generally, it is best not to use jar rings twice.

There are five main types of closures you'll be using this year.

1. Porcelain-lined zinc caps left over from last year, plus shoulder rubbers.

2. Other one-piece metal caps. Some of these have a top-seal rubber ring attached. Others take a shoulder ring.

3. Glass caps for lightning-type jars with a wire bail for adjusting the seal. Plus shoulder seal rubbers.

4. Two-piece metal caps. One piece is a metal disk with a flowed-on rubber compound. The other is a screw band.

More disks are being made than bands, because the bands may be used more than once. Also the disks may be used without the bands on commercial jars when the original cap is used for a band.

5. Three-piece glass and metal caps. One piece is a glass disk. The second, a metal screw band, the third, a top-seal rubber.

Matching jars and tops

It's easier to fit jars with closures if you sort jars first. Group them according to whether they have a shoulder or not—according to size of mouth—according to the width of thread.

Here are the kinds of tops that fit the five main types of jars you'll be using:

MASON JAR WITH SHOULDER, deep thread, standard mouth: (a) Zinc cap with shoulder-seal rubber. (b) Other metal one-piece caps, either with top-seal rubber attached—or with a shoulder-seal rubber. (c) Two-piece metal caps. (d) Three-piece metal and glass caps with separate top-seal rubber.

MASON JAR WITH NO SHOULDER, DEEP thread, standard mouth (some commercial jars are this type): (a) Two-piece metal cap. (b) Three-piece metal and glass cap. (c) If a commercial jar, you can use original lid plus a metal disk.

MASON JAR WITH NO SHOULDER, SHALLOW thread, standard mouth (commercial jar): Only cap you can use is the original lid or one like it plus a disk.

LIGHTNING JAR WITH WIRE BAIL, standard mouth. Only cap is glass plus rubber shoulder ring.

COMMERCIAL JAR with $2\frac{5}{16}$ -inch mouth diameter—a "63." Only cap to use is the original screw cap plus metal disk made especially to fit "63's."

When you use the new closures

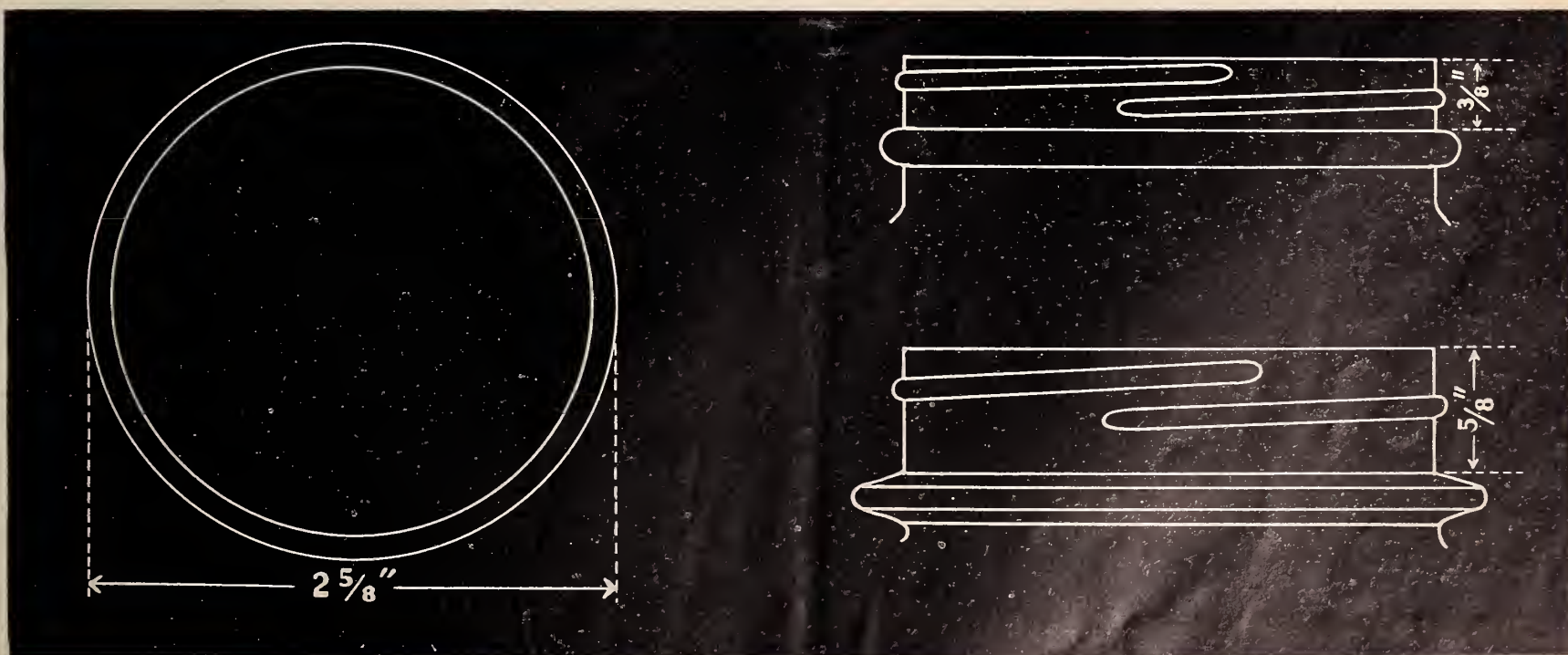
JAR RINGS. They are made of reclaimed rubber this year and need careful handling. Don't test them by stretching and put them on with as little of it as possible.

COMMERCIAL JARS. When you re-use the original caps for these, remove all the old paper lining or sealing compound in them. Cut and pry out paper liner. Boil a cap with sealing compound in it in water, then scrape.

Processing times, adjusting caps

Use times, temperatures and adjust caps as recommended by the Bureau of Human Nutrition and Home Economics in "War-time Canning of Fruits, Vegetables," free on request from the Office of Information, U. S. Department of Agriculture.

Now, all you have to do is line up your jars, match the closures to them, arrange for the use of canning equipment, and gather in your Victory Garden harvest. And while you are doing it you can be happy that it's a real job for your family—and your country.



Use these patterns to help sort jars for fitting with caps. Left, standard-sized mouth for which most caps are made. To be usable, a commercial jar must have a mouth this size, or the "63" size shown on opposite page. Right, the two most common types of screw-on threads. Above, shallow-thread jar without shoulder. Below, deep-thread jar with shoulder. All three drawings are actual size.

Illustrations in this issue:

Cover, P 2, 3, Ewing Galloway, N. Y.; P 5, 6, 7, David Kent, Pulaski, Va.; P 8, cartoon courtesy Consumer's Union Reports; P 9 left, U.S.D.A. Information; right, Extension Service; P 10, N. Y. Post; P 12, left, N. Y. Post, right, Anthony Riccardi, Philadelphia, Pa.; P 13, Jack Manning, N. Y.; P 14, 15, Bureau of Home Economics, U.S.D.A.

In this issue

JUNE 1943

VOLUME IX, NUMBER 7

I am a consumer	2
Radford does a town-sized job	4
Banish those bugs	8
Shopping is a war job now	10
Canning in glass—summer of '43	14

Consumers' guide

A publication of the Department of Agriculture, Washington, D. C. Issued monthly.

Editor, Ben James; associate editors, Alice Nichols, Anne Carter; contributing writers, Gean Clark, Virginia Fairfield, Gladys Solomon, Elma Van Horn; art work, Ted Jung.

CONSUMERS' GUIDE is printed with the approval of the Bureau of the Budget as required by Rule 42 of the Joint Committee on Printing. Official free distribution, 140,000 copies per issue. Additional copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., 5 cents a copy, or by subscription, 50 cents a year, domestic; 70 cents a year, foreign. Postage stamps will not be accepted in payment.

Listen to Consumer Time

NBC Saturdays. 12:15 P. M., E. W. T.

Consumer Time is produced by the Food Distribution Administration, Department of Agriculture, and is presented in co-operation with United States Government agencies working for consumers.

CG News letter

A Wartime Supplement to
Consumers' Guide

June 1943

Rounding up reports from U. S. Government agencies between April 25 and May 25

EVERY TOWN HAS ITS OWN PRICE CEILINGS

Wonder no more, you consumers, who puzzled over changeable ceiling prices. On June 1st, Government price tags appeared on close to 80 percent of the foodstuffs in the family marketbasket.

Now, before you go shopping, you know just how much your grocer can charge you for poultry, fluid milk, bread, eggs, butter, packaged cheese, sugar, cereals, evaporated and condensed milk, flour, canned fruits and vegetables, and a large number of other grocery items. Cut that list of official community prices from the newspaper and keep it in your purse. Don't pay more for any product than the official price.

It's your responsibility as well as the grocer's to observe ceiling prices, say OPA enforcement officials. Black markets develop when consumers are willing to pay more than the ceiling prices.

OPA has announced top prices for 4 classes of stores in many regions of the country, and more sections are being covered daily. Stores must display a sign telling what class they are. Class 1, or small stores, are allowed the highest ceiling prices.

Items must be marked with the selling price. The housewife's price list, cut from the newspaper, is her guide to ceiling prices.

The official "community maximum ceiling prices" are the highest legal prices which may be charged in the areas covered. But stores that had lower ceiling prices than these maximums, must still sell at those lower prices.

Remember, however, that meat prices are fixed by zones, not by communities. Most types of meat cost the same in all stores in all parts of the country, varying only according to the pricing zone.

From the enforcement angle, community ceiling prices are extremely important. Now the consumer knows definitely when he is being overcharged, and can complain to the Price Panel of his local War Price and Ration Board about the overcharge. Consumers should demand receipts, for stores are required to give itemized receipts on demand. The Price Panel will assign a trained volunteer assistant to investigate the charge. If it is substantiated, the grocer will be asked to settle the matter with the customer. If the grocer refuses, the OPA District Office will be notified, and professional enforcement officers will take over.

MEASURING NUTRITION BY THE SLICE

When you buy foods, especially in wartime, the yardstick to measure them by is their nutritive value.

Recognizing this fact, Government officials and members of the milling and baking industries attended a public hearing in April, in Washington, D. C., to discuss the question of how much vitamins and minerals should be added to enriched white bread and flour.

Since January 18, 1943, all white bread has been enriched, as a result of Food Distribution Order No. 1. This step was recommended by leading nutritionists as a necessary wartime measure to safeguard and to improve military and civilian health.

Before this order, certain quantities of vitamin B, which includes the vitamins of thiamine, niacin, and riboflavin, and blood-building iron, were added to some white bread. They were added as you add a pinch of salt, without definite measurement. This naturally created a confusing problem for purchasers. They had no official yardstick to guarantee them

definite amounts of these food values whenever they bought white bread.

On January 1, 1942, a Government standard was established for enriched flour, requiring certain minimum amounts of thiamine, niacin, and iron. Riboflavin was not available then, in sufficient quantities, so it was not included. A year later, this standard was made compulsory for all white bread, rolls and buns.

The hearing in April 1943 was held to consider amending the existing standard for enriched white flour, bread, rolls and buns. Nutritionists recommended the further addition of the B vitamins and iron to these products, giving enriched bread a food value similar to that of whole wheat bread.

Their recommendations were based on the daily human requirements for these nutrients. The addition of these nutrients would prevent the occurrence of vitamin deficiencies and include a safety allowance for better health.

Sounds complicated, doesn't it? But these nutrition folks know how it's done. All we must do is follow their suggestions.

They say that if you eat five to six slices of enriched white bread daily, you will have nearly one-fourth of your daily need of Vitamin B and iron, with the exception of riboflavin.

To meet the daily vitamin requirements of those on the fighting fronts and on the home front, War Production Board took control of the vitamins, thiamine and niacin, on May 4th, and will "ration" them to companies (using more than a specified amount) for enrichment of flour, bread, cereals and for medicinal purposes.

Meanwhile, the yardstick for enriched white bread and flour is being considered. Watch for news of this yardstick, as it may be in effect very soon.

Remember, however, that only white bread and rolls must be enriched by Government order. White flour is still sold without enrichment. When you buy flour, make sure it says on the package that it is enriched.

CEILING PRICES GO UP AND DOWN

Ceiling prices now range from up, to down, to out, on many household items. Beef and lamb prices have been cut from one to three cents a pound below the general

ceilings that were scheduled to take effect in April. This results in an overall decrease of one-tenth of one percent, reports OPA.

Another program announced by OPA promises reduction of 10 percent in price for beef, veal, pork, lamb, mutton, coffee, and butter. This program will apply only to rationed foods. Government subsidies will be paid to the food trade to keep down the consumer's price.

Up by three cents a pound in some areas, climbed the price of fresh picnic hams. The Middle Atlantic States, the Northeastern States, and the Rocky Mountain area were the sections affected. Prosciutto ham, boneless, fattened, and sliced in the store also had maximum prices put upon it ranging from \$1.05 to \$1.13 across the country.

At the same time cents per pound ceilings were put on salt codfish, an important item in our fish diets.

Ceiling prices on the seven major fresh vegetables - tomatoes, snap beans, carrots, cabbage, green peas, lettuce and spinach - set last February, are here to stay. They have been extended for an indefinite period by OPA.

The "outs" on the ceiling price score card apply to articles that have no bearing on the cost of living. Signs, repairs on sporting goods, and household accessories such as book ends, artificial flowers, novelty table centerpieces, and others were all taken off the price control lists.

Early risers will be happy about another OPA regulation. This sets maximum prices for the new war alarm clock. Top price is to be \$1.65.

In the "used" goods field maximum prices have been set for used metal bedsprings. This has been done to combat black markets and force down current inflated prices, OPA states.

Used washing machines have also been put under dollars and cents price ceilings. To eliminate the excessive prices charged for these machines the price regulation curbs the cost whether the sale is made by a dealer, auctioneer, or individual.

In addition, price violators are being punished. More and more court actions against violators of price ceilings on poultry are under way in OPA's campaign to stamp out black market sales of fowl.

CANNING SUGAR

Here's a thing to remember about your canning sugar: That 25 pounds maximum per person must stretch through the canning season. Now as you are putting up strawberry preserves and cherries, don't forget that you may want to make cranberry sauce next fall. And OPA suggests that you spread your buying, getting it as you need it.

This is the way canning sugar distribution is being handled: Stamps 15 and 16 in War Ration Book One have been validated for five pounds of sugar each. They will be good until October 31. Use them to get canning sugar first. Then if you still have more to can, apply to your local War Price and Ration Board for more sugar, sending the War Ration Book One of each member of the family for whom you are asking for sugar. You tell how much fruit you want to can and coupons are issued on the basis of 1 pound for every four quarts of finished fruit. Each applicant may get up to five pounds of sugar for making jams jellies, preserves, or fruit butters, but it must come out of the 25 pound maximum.

THIS MOTORING PROBLEM

Gas, tires, and oil go on being scarce but Mr. and Mrs. Motorist will find the summer driving situation not as "misty" as before. Gas limitations for East Coast motorists remain restricted. There'll be no extra amounts available for summer driving according to Petroleum Administrator Ickes.

All motorists are warned, particularly in the East Coast area where pleasure driving has once more been banned, against using their gasoline for non-essential driving.

Drivers who have mileage rations of over 240 miles monthly are now eligible for any grade of new tire when their present casings are not recappable, says OPA.

For car dealers who have new cars they set aside for use before January 2, 1942, things are looking up a little. They now will be able to get clearance statements for registering vehicles in their own names OPA reports.

It all looks pretty black to boat owners though, for OPA's present policy of denying fuel oil and gasoline for pleasure cruising on the waters of the East Coast States

stays the same. Fuel oil must still be conserved for keeping homes warm next winter and for supplying the armed forces.

Even fishing bound sportsmen won't get any extra gas or oil. OPA has ruled that no gasoline will be granted for fishing purposes unless the fisherman is actually engaged in commercial fishing.

BLACK MARKET PREVENTION

"An ounce of prevention is worth a pound of cure," might well be OPA's slogan in respect to the new white potato crop. Investigators from this agency are being sent into every major shipping center of the early crop white potatoes in a determined effort to prevent a black market in this commodity. Price ceilings cover the sale of these early 1943 potatoes, and arrests have been made of violators.

SHOE NEWS

The lay-away plan to get around shoe rationing won't work. Shoe dealers have been instructed by OPA not to hold or lay away shoes for customers beyond the end of the period in which a current war ration stamp is valid unless the valid stamp is paid in advance.

Something else your shoe dealer can't do is alter the heel heights or other construction features of shoes made prior to April 16, 1943, and sell them to you ration free. Only the types of footwear that met the non-rationed specifications at the time they were shipped may be sold ration free.

FATS FIGHT ON ALL FRONTS

Fats and oils are fuel and energy foods both for you and for our soldiers. Because they are necessary for these two functions our fighting men eat more than they did as civilians. Our allies need them too. Then there's their role on the battlefield. They are used to make glycerine, and glycerine you know, is used to make explosives, while oils are used to lubricate engines of our fighting equipment. Use your cooking fats as many times as you can, then turn them in as waste.

We regret that an error in the age when a child becomes eligible for a coffee ration stamp was printed in the March CG News Letter. It was stated that the age had been lowered from 15 to 14. The fact is that any person holding War Ration Book One, whose age is shown as 14 years or older on his Book, is eligible to buy coffee. Such individuals are now 15 years old or more. A person who was 13 years old at the time of his registration for War Ration Book One, and is now 14 years old, is not entitled to use War Ration Book One for coffee. In other words, you must be 15 years or older to be eligible.

THIS AND THAT

- Tomatoes from a good crop in Mississippi and Texas will fan over the country in June, the first of the new crop to reach the market. These aren't canning type tomatoes, and don't expect canning prices. But now, as citrus supplies tighten, it is good to have this other excellent source of C, that volatile vitamin that we must get plenty of daily, to fall back on.

- Prices are down on snap beans and should stay down as more and more marketing areas come into bearing. You can get more servings out of a pound of snap beans than from any other green vegetable and a wealth of good food value, too. They're an excellent source of vitamin A, a good source of B₁ and vitamin C, and can be held in high regard for their protein, iron, phosphorus, and calcium. The family will like them for their taste.

- Order your coal now, that's the warning of Solid Fuels Administrator Ickes. Order it during spring and summer while mines and dealers can make it available.

- The British have done it. They've reduced their job absences and maintained morale in their factories by in-plant canteen services which provide low-cost and nutritious mid-shift meals and snacks for industrial workers. We have a nutrition in industry program here, too. See forthcoming issues of Consumers' Guide for news about this.

June 1-Red Stamps J and K, each set worth 16 points, valid for meats, fats, oils, cheeses, canned fish, through June 30.

Blue Stamps K, L, M valid for 48 points a set for canned and processed foods through July 7. Coffee Ration Stamp No. 24 (1 lb.) valid through June 30.

Sugar Ration Stamp No. 13 (5 lb.) valid through August 15. Stamps No. 15 and 16 valid for 5 lbs. each for canning sugar through October 31.

June 6-Red Stamps L become valid, through June 30.

June 7-Blue Stamps G, H and J expire.

June 10-Deadline for returning application forms (by mail) for War Ration Book 3.

June 13-Red Stamps M become valid, through June 30.

June 15-Shoe Stamp No. 17 expires.

June 16-Shoe Stamp No. 18 becomes valid for one pair of shoes.

June 20-Red Stamps N become valid, through June 30.

All June-Gasoline coupons A-5 valid for 3 gallons each in 17 Eastern States and District of Columbia through July 21. A-6 coupons valid for 4 gallons each in rest of country through July 21.

Gasoline B and C coupons valid for 2½ gallons each in restricted area (12 Northeastern States), for 3 gallons each in other East Coast cities, and for 4 gallons each in rest of country. Coupons expire on dates indicated in individual books.

Period 5 coupons for fuel oil valid in all zones until September 30.

CG News Letter

June 1943

Published by the Department of Agriculture in cooperation with the Office of War Information, Washington, D. C.

Prepared by Food Distribution Administration

94
427C
10/13



July 1943

Consumers' guide

LIBRARY
CURRENT SERIAL RECORD

JUL 12 1943

U. S. DEPARTMENT OF AGRICULTURE



I am confident that by prompt action
we can control the price development
now...There need be no fiscal barriers
to our war effort and to Victory.

Lyndon B. Johnson

Trouble shooters for everybody

You'll find them on price panels in your own community, hearing complaints, educating people on the dangers of uncontrolled prices.

East monument street in Baltimore, Md., comes to life in the evening. Downtown, the large department stores are closed. But in this thriving commercial subcenter on the eastern side of town, the girl welders from Glenn Martin, the riveters from Bethlehem Steel, walk out to do their shopping.

Till 9 in the evening, and later, they move up and down the street, buying bread and butter, cotton dresses, meat and spinach, denim work clothes, jaunty bonnets with quills on them, and all the thousand and one items known in official circles as "consumer goods."

You won't find many luxuries on East Monument Street. You won't find hats that cost as much as a War Bond, or bedroom furniture priced like a Spitfire. But you might pay 25 cents for four small bananas, or 39 cents for ground beef, or 25 cents for a head of lettuce. And that's in the luxury class for many of the people who live on East Monument Street or roundabout.

There's one store that doesn't sell anything. But shoppers pause before its star-spangled window, read its display cards, sometimes go inside. For No. 2330 East Monument Street is headquarters for the local War Price and Ration Board. Its display cards are the index for prices all over the neighborhood.

Inside, it looks like an insurance office. There are signs over various counters, signs that read: FOOD, FUEL OIL, RUBBER BOOTS, GASOLINE, SHOES.

And off to one side, there's a sign with an American flag and an eagle on it, a sign that says:

"PEOPLE ARE HUMAN"

Treat them with Kindness

Thank You

This is the place people come when baby needs new shoes, when the fuel oil runs low, when there's not enough gas in the tank to get them to work and back.

This is the place people come when they

think they've been charged more than the ceiling price for a product. They stop at the reception desk and tell young Mrs. Klein about it. She's a volunteer worker, and she takes down the facts on a form—facts like these:

"I bought a pound of N—— coffee for 35 cents. The ceiling price is 30 cents a pound. I asked the grocer in the J—— market about it, and he said: 'They can't tell me what to charge. It's my store. If you don't want it, get out.' I bought the coffee and asked for a receipt, but he wouldn't give it to me."

"I asked for a pound of ground beef. The butcher said it was 39 cents a pound. I told him the OPA price was 33 cents. He said: 'Hell with the OPA. I want 39 cents for this meat; take it or leave it.' I refused to buy."

"I wanted 2 pounds of potatoes. The

grocer wouldn't sell them to me unless I bought something else, such as noodles. Then he charged me 25 cents for the 2 pounds."

That's the way the complaints go. A nickel on lettuce here, a dime on bananas there—sounds like small change, but it all adds up to inflation.

"What happens to these complaints?" a housewife asks Mrs. Klein.

"The Price Panel meets twice a week and goes over them," she answers. "A price clerk checks to make sure the complaint is valid. If it is, the storekeeper is summoned by letter to appear before the Panel. It meets upstairs, in the evening, Tuesdays and Fridays."

It's Friday evening, and the theater lights twinkle and beckon to the young people on East Monument Street, as they parade up and down. A blond young man



Ceiling prices for rubber heels, used trucks, chicken, pork, and new potatoes are posted in the window of the War Price and Ration Board in East Monument Street, Baltimore, Md.

and his "date" stop momentarily to examine the billing.

"Hope we get through in time to make the last show," says the boy. The girl, smart in her broad-brimmed hat, nods and tugs at his arm. "Come on, Joe," she urges. "You'll be late." They walk briskly on, and turn in at the War Price and Ration Board.

At the foot of the staircase leading to the second floor, Joe pauses to straighten his tie a bit nervously. "Do you want to wait here, Jane?"

"If you say so, Joe. But I'll come up with you, if you wish." She smiles encouragement.

"Come on then."

Seven people sitting around a table look up as they come in. Joe recognizes a couple of them. There's Fred Schmuff, manager of the theater up the street. And John Horst, who owns a laundry. The Panel Chairman introduces himself as Henry Wyman. He's manager of a chain of shoe stores. He introduces the others: E. H. Lewis, financial secretary of the Hod Carriers and Laborers Union, A. F. L.; Miss Louise Strouse, a businesswoman; Miss Annette Fox, who runs a home; and Fred L. Mueller, a restaurant operator.

"I'm Joe S—," the young man explains. "And this is Miss Jane K—. My father received a letter from you, but

he wasn't feeling well, and asked me to come instead. I help him in the grocery store when I come home from the factory."

Henry Wyman looks up from the complaint he is scanning. "You work in a war plant, Mr. S—?"

"Yes, sir. On the early morning shift."

"Then you probably understand how other war workers feel when they see their pay checks stretching thin to cover their living costs?"

"I have a complaint here from a housewife whose husband works at the steel mills. She bought four small bananas at your father's store, paid 25 cents for them, or about 17 cents a pound. The ceiling price is 13 cents. She says she asked for a receipt, but it was refused."

"We never give receipts, sir. There isn't time."

"According to the law, you're supposed to give one, if your customer asks for it. Did you know that?"

"No, sir."

"The complaint also says that your father refused to sell bananas by the pound, but wanted a flat price of 25 cents for four small ones."

"We never sell them by the pound, sir."

"Don't you know that the ceiling price is determined on the basis of pounds?"

"Yes, but that's not the way we sell them."

"Well, then, you're evading the law every time you sell bananas, because you're not keeping to the ceiling. Do you have ceiling prices posted?"

"We have some posted, but not all. And about those bananas, sir. Four of them could weigh 2 pounds, and that would come to 13 cents a pound, or two pounds for a quarter."

"How much do you charge for lettuce?" asks Miss Strouse.

"Twenty-three cents a head," Joe replies. "That's the ceiling price, and it sounds high. Some customers don't know the ceiling prices themselves. Then they think we overcharge them, and complain."

"That's just the point," Mr. Wyman interjects. "If you had all your ceiling prices posted and you got into an argument with a customer, you could point to the list and settle it, then and there."

Joe looks as if he'd never thought of ceiling prices like this before. "You're right," he admits.

"You post ceiling prices for your own protection, as well as your customers," Wyman continues. "The law doesn't require you to post them for all items—only for cost-of-living items—but it helps you, if they are all up."

"This is your first time before this panel, and I'm taking your word for it that those bananas weighed 2 pounds. But we don't want to have any more complaints about your father's store. The first time is one thing; the second time is different."

"I know," Joe nods.

"Be sure you keep those ceiling prices up, and that you don't charge over them. Everyone is looking for violations these days. Not us. Your own customers are doing the looking. They're coming in with more and more complaints every day. You grocery boys are on the spot. So play the game fair. We're here to help you with any questions about the regulations you may have, with any problems that come up. But we expect you to do your part."

Wyman glances around, to see if any of the other panel members wish to question the defendant. They are silent, and Joe stands up. He looks relieved. It wasn't half bad. He smiles and shakes hands with the men. Jane stands beside him, beaming.

"Hope I'm never back here again, sirs," Joe tells them. "I'll see that Pa posts those ceiling prices."



Volunteers behind the counter serve neighbors and country on this local ration board. "Customers" wait below a sign stating: "People are Human" Treat them with Kindness.

There is still time for the last show at the movie.

* * *

In every section of the country, price panels like this one in Baltimore are swinging into operation, as OPA starts its enforcement machinery on the retail level.

Everywhere, neighbors are sitting down together, to talk things over with each other, to take hold of this business of price control, and make it do its job.

They aren't sitting in judgment, as a court. They are sitting down as members of a community, helping each other understand the war-born laws, helping to enforce them with intelligence and kindness. But with firmness, too.

Before community ceiling prices were established by OPA, the treble-damage suit was the consumer's chief means of enforcing ceiling prices. It can still be used. In such a suit, the consumer sues the retailer for three times the amount of overcharge, or \$50 (whichever is greater), plus attorney's fees.

But consumers don't seem to like to bring cases to court. They grumble about overcharges, but do little or nothing else. Now they are coming to price panels with their complaints.

Price panels can't collect the treble-damage or the \$50 for them. They have to go to court for that. But it may give advice to consumers when they have legitimate cases.

With fixed community ceiling prices, enforcement of food price ceilings is placed in the hands of the housewife and of the

price panels which are rapidly being added to the 5,500 local War Price and Ration Boards.

A housewife should clip from the newspaper the lists of community price ceilings and check these against the prices she is asked to pay. She should report violations to the price panel. It will investigate and recommend action to its District OPA Office.

Community ceiling prices have been placed on meats and on dozens of grocery items. Prices vary slightly according to zone (for meats) and according to the size of the store. But the published lists of ceiling prices give brand names, grades for meat, and prices for the four classes of stores. Use as a shopping guide.

About 600,000 retail food stores come under the price ceiling regulations. OPA would require an enormous paid staff if the job of educating retailers to the new regulations and keeping them informed about developments depended on paid workers only.

These price panels have the job of distributing price control information to retail stores in their territories. They answer questions of storekeepers and consumers. They arrange meetings, panel discussions, and other educational activities, in cooperation with the community service members of the war price and ration board.

The chairman of each ration board selects the members of the price panel, recommends the names to the State OPA director for approval and appointment. Any fair-minded citizen, interested in the

welfare of the community, may serve. The panel must, however, give representation to the chief groups in the community. In industrial areas, labor must be represented; in farm regions, farmers must be on it. Housewives are always eligible, as are businessmen, clergymen, and professional men.

Members of price panels, or their assistants, are never called upon to appear in court or to start proceedings against a retailer. They merely sift over the complaints, determine which are legitimate, and turn over those they can't handle to the OPA. Saves time and makes for better feelings all around.

The Price Panel on East Monument Street always double-checks its cases: first, to make sure the complaint is legitimate, and again to see what effect the hearing has on the retailer.

Usually the results are gratifying. The Panel is especially proud of the produce dealer who was called in for failing to post ceiling prices and for overcharging on potatoes.

A week after the hearing, Fred Schmuff, the motion picture manager, walked by the man's store. It looked like a Fourth of July celebration. All his ceiling prices were up, patriotically decorated with bands of red, white, and blue.

"We ought to do something to reward him," Schmuff told the price panel. "Maybe I ought to give him a couple of passes to the Red Wing theater."

But E. H. Lewis of the Hod Carriers and Laborers Union had a better idea.

"Send him an American flag, too."



The Price Panel meets twice weekly, strives to educate consumers and retailers.



Price Panel in session. Around circle, from left, are E. H. Lewis, Fred F. Mueller, Louise Strouse, Henry Wyman, Annette Fox, Fred Schmuff, John Horst, and a retailer.

These workers eat to win

Servel workers at Evansville, Ind., take to the Victory Lunch—a balanced midshift meal that helps keep them on the job.

"Pop and a hot dog" for lunch is as out of date at Servel's war plant in Evansville, Ind., as the buggies and surreys the plant made 50 years ago.

Today, Rosie the riveter eats a nutritious Victory lunch before she goes back to the din of making wings for one of America's topnotch fighter planes. So does Will the welder and others who are making airplane wings—cylinder heads for airplane engines—cartridge cases for anti-aircraft and anti-tank guns—breech casings for Navy guns—fire units for field ranges used by our land troops—and refrigerators and refrigerating units "for war use only."

Since last January, the Army-Navy "E" pennant has floated beneath the Stars and Stripes on Servel flagpoles. And in the lobby of the main building is the National Safety Award flag for 1942—a year when Servel trained workers old and new for many a hazardous job, converted from peacetime to 100 percent war production.

What does food have to do with production and safety? Plenty, believes Dr. Thomas Dobbins, medical director of the plant.

"You know what they say an army marches on," says "Doc" Dobbins, who should know. He is an Army colonel, who was "over there" in the last war. "The same thing is true of war workers. In the Army they feed the boys so they'll keep healthy. That's what we try to do here."

Victory lunch

About half of Servel's employees eat at the cafeteria. That's all it will hold. Come midsummer when the new cafeteria opens, more of the workers will no doubt eat there. Of those that now use the cafeteria, a good four-fifths choose the Victory lunch.

What is this Victory lunch? Five important food items: A salad—a main meat dish or meat alternate—a vegetable—enriched or whole grain bread and butter—and milk. This substantial meal provides



Barker Len Walter jollies customers into buying milk with his pleasant, friendly patter. Three weeks after the nutrition campaign started sales of half-pints of milk jumped 119 percent; pint sales increased 70 percent; and quart sales gained 49 percent.

well over one-third of the minimum daily requirements of all the known food values. It is the type of midshift meal recommended by nutritionists in the Nutrition in Industry Division of the War Food Administration's Nutrition and Food Conservation Branch.

At Servel, even one easily baffled by strange cafeteria arrays can pick out the Victory lunch the first time around. To the left of the counter is the Victory lunch menu for the day, posted on a small billboard. As you advance along the line you have a chance to study this menu. On it, the day's bill of fare is listed under the five main lunch items. It is easy to choose one from each group, keep choices in mind.

On the counter, foods are arranged in the same order. Salad is first, then meat and vegetable dishes, bread and butter,

and milk. Painted on the glass above each group is a sign—"Take one for a Victory lunch." Result, an ease of selection that keeps the customers ticking past the cash register at the rate of 12 and 13 a minute during rush hours. Incidentally, by putting salad at the beginning where they are the first item the hungry worker sees—salad sales have shot up. Before the Victory lunch campaign, salads were buried in the center of the line, usually overlooked.

Because the plant works around the clock, some workers may be eating dinner or breakfast at the same time others are eating their midshift meal. Prices are so reasonable and food so good, many a worker eats all three meals there. A well-balanced dinner menu and breakfast menu are posted in plain sight. These have

been worked out on the same sound nutritional basis as the Victory lunch. But to avoid confusion, there's no playing up of these meals. At most times, the majority of eaters are choosing a midshift meal.

Who pays for it

Obviously, the low price has a great deal to do with the popularity of the Victory lunch. The cafeteria is operated by the management of the plant through its personnel division on a nonprofit basis. The management breaks even on the deal or loses a little, but considers any money lost this way a worth-while contribution to the war effort.

This system of operation is also one recommended by experts on plant feeding—both in this country and in Great Britain. It is one of the basic methods of overcoming the pop-and-hot-dog or coffee-and-hamburger combinations. Inexpensiveness is their chief selling point.

Who cooks it

The Victory lunch tastes good. Whether you eat the midshift meal at 12 o'clock noon or midnight, it's hot and well-seasoned, portions are generous. Jimmy Mitchell, chef, and his corps of cooks see to that. They work in shifts, too, around the clock. Except at clean-up time, 2 to 4 in the afternoon, the cafeteria is always open.

Jimmy is a great believer in quick cooking and using little water for vegetables—for seasoning as he cooks—and for not letting any food lose flavor and food values waiting at the steam table. All the cooks time their work according to counter demand—keep food coming to the counter hot in fairly small quantities. They take pride in their work, and boast that aside from the fresh vegetables served raw, no one needs to reach for the salt or pepper shaker.

Jimmy has been at the plant 7½ years, and many phases of the nutrition program he has been practicing quietly for years. Before he came to Servel he operated his own restaurants, taught Army cooks, worked in a sanatorium that served strictly vegetarian meals. As a result of the last-named experience he has a backlog of meatless main dishes that will, he believes, outlast the Germans and the Japs. On meatless days, it's the cheese fondues, spinach loaves, and other such specialties that keep the Victory lunch up there in the 80 percent class.

As Jimmy looks around the cafeteria now building, he sees many things he has

wanted for years. There are more stoves, better equipment. Until he moves into the new quarters, however, he will go on proving by performance that good nourishing food can be served in quantity in cramped quarters, with limited facilities if necessary. It's the food the workers eat—not the chromium trim that they admire—that gives them what it takes to stay on the job.

"Selling" the victory lunch

Today, most cafeteria eaters buy the well-balanced midshift meal at Servel. Why? The food was well-cooked before, the prices popular, nutrition facts available. Yet meat—and potatoes—and coffee continued to outsell other combinations. Why the change?

The answer—The Victory lunch was "sold" to the employees by all the effective means of modern advertising. The job of popularizing good eating, making nutrition practices part of daily living, was turned over to Servel's advertising and promotion department. They sold good eating the way a smart advertising man would stir up interest in soap—or refrigerators in peacetime.

First of all they got nutrition facts straight. They worked in cooperation with Servel's nutrition experts—Government nutritionists. Then, using the advertising man's old theory that "if you tell it to Sweeney, the Vanderbilts will get what you mean," they simplified the whole thing. The Victory lunch is one such simplification. The colorful, short descriptive words used in all the literature is another. They used pictures and charts. And they used color. Nutrition facts in leaflets are tied into everyday real-life situations.

They manufactured a slogan—to tie all the angles of the program together. It's not the nutrition program, but a campaign to "Eat to Beat the Devil." This phrase succinctly states to the worker the wartime aim of the program. The devil is pictured as a composite of Hitler, Hirohito, and Mussolini—complete with horns.

Then the program started with a noticeable bang. The cafeteria was repainted. Over the entrance was an "Eat to Beat the Devil," sign. Colorful posters—three series of them—bedecked the cafeteria walls, explained at a glance different phases of the good-eating idea. The Victory lunch menu board hung in a conspicuous spot. Important food groups—why they are needed in the diet every day—were shown

in large cut-out displays above the cafeteria line.

Place mats, pocket guides, napkin holders on the tables all carried the theme. Servers behind the counter wore "Eat the Victory Lunch" tags.

A loud-speaker system rigged up in the cafeteria interspersed music with Victory lunch news. Even the clock had a sign around it—"Time to Eat the Victory Lunch."

"Inklings," the plant's employee paper, carried Victory lunch news, pictured war bond winners. There was a contest with prizes for the best 25 words or less that filled out the "I like the Victory lunch because ——" paragraph. Crossword puzzles were worked out—filled in with Victory lunch information both vertically and horizontally.

In short, you couldn't miss getting the idea.

For a time, one of the promotion department members dressed in chef's cap and apron stood at the milk counter just before the cash register, noted the trays as they came by. Then using tactics long successfully practiced by circus barkers, he jollied the customers into taking milk.

Barker was Leonard Walter, who knows most of the employees. "Len" has been at Servel for 40 years—started out as a top trimmer in the buggy days. As the tray bearers came down the line, his patter went something like this:

"Now my friend, all you need to complete your Victory lunch is a bottle of milk." Or a pat on the back for a tall fellow—"Look at this strong, husky fellow taking a whole pint. Maybe that's how he got that way."

On occasions, Len went so far as to take coffee off the tray, put milk on—scoot back to the front of the line for a missing salad. He had no set speech, met situations as they came, and in general his suggestions were accepted.

Len says you have to know people pretty well to get by with this. But 3 weeks after the nutrition program started, milk sales had jumped from 151 to 274 quarts a day.

Once it started

That was the kick-off. Servel's employees got into the spirit of the thing and are still eating their Victory lunches, drinking more milk.

There are no stunts now—no contests. Until the new cafeteria opens, all extra promotional methods have been called off at the request of the cafeteria man-

agers who are serving as many as they can with present facilities.

However, posters still are on the walls and on the columns scattered about the building. The atmosphere is definitely pro-Victory lunch. It has been found that to keep up interest posters must be put up fresh every 2 or 3 weeks. Also, there is a high mortality among posters bearing the "Eat to Beat the Devil" picture. It has great target appeal.

The advertising department has new schemes for the new cafeteria.

Lunch boxes . . . snacks

Many of Servel's employees bring their lunches. To reach them, a booklet of lunch box suggestions written in live language has been passed out for workers to take home. Also, in cooperation with the local gas company, a series of short nutrition courses are offered to Servel's women employees and wives of workers. In this series of three lessons, the second deals mostly with lunch box preparation.

To supplement lunches—and for workers who want to refresh themselves during the 15-minute rest periods occurring each half of the shift, there are stores scattered about the plant. These are operated by the employee organization and their big beverage sales are milk and orangeade. Also available here are sandwiches, apples, oranges, and other popular tidbits.

Success story

"What we are trying to do here is not new," says Doctor Dobbins. "But some of our methods of getting over the idea of better eating are new. In the main,

we try to make our employees like to eat what they should eat. We don't preach nutrition at them. But we give them the facts in language as they speak it—in ways that leave a pleasant impression.

"Today more people are eating the Victory lunch because they know it's good for them. But more than that, they like it. It is attractive. It tastes good. And it's a big bargain at 30 cents."

"If a man or woman comes to work in the morning on a breakfast of a cup of coffee and a 'sinker' everything gets to growling about 10 o'clock. Hands begin to get quaky. You get accidents, slow-ups in production. Same thing is true when lunch, or whatever you call the midshift meal, is too sketchy. You can't work 10 hours a day on nothing.

"People who eat right have normal reactions. They feel better. They stay on the job, lose less time from illness."

To prove this theory, Doctor Dobbins kept records of absenteeism for the first 4 months after the nutrition program started. He kept track of one section of the plant only—a group of engineers who had been with the company for some time. He found that absenteeism went down 19 percent during that 4 months. He has taken no further surveys. And he does not claim the nutrition program was the only factor in the decline. But he believes there is evidence it played a part in keeping workers on the job.

It spreads

Servel's nutrition program has been working about a year in Evansville. Be-

cause it is such a well-rounded, well-received presentation of sound nutrition facts, has been so notably successful, other plants over the country have adopted the Servel plan.

Servel has made materials available through local gas companies. They, in turn, have contacted industrial plants in their vicinity. Over 450 concerns are now using all or part of Servel's material.

Ready to help

Servel is one of the many plants that have made successful attempts to improve in-plant feeding practices since the beginning of the war, according to Dr. Robert S. Goodhart, Chief, Nutrition in Industry Division, Food Distribution Administration. But there is a lot more that needs to be done.

"As we have cooperated with Servel in organizing their outstanding nutrition program, we stand anxious and willing to advise and serve any other private organization or industry that is interested in improving the nutritional status of the worker," says Doctor Goodhart.

The Nutrition in Industry Division provides a news service for plants, a manual of industrial nutrition, and other materials to aid in-plant feeding programs. On the job in the seven regional offices of the Food Distribution Administration are nutrition in industry representatives who meet requests from plant managers who want to know the most practical type of service and equipment to provide food service for their workers—menus for "Victory Lunches" that will help keep America's war workers on the job.



Even the clock in the cafeteria is Victory Lunch conscious. Signs like this have helped put across the better eating idea.



One reason it's so easy to select a well-balanced midshift meal—this menu board can be studied from across the lunchroom.



Victory lunches also come in boxes. Here a war worker eats a home-packed balanced meal that also satisfies him.

First ladies of the land

Women's Land Army volunteers are off to a flying start. Here are some of the essential jobs they are doing

We couldn't keep 'em down on the farm. The "old man with the tall hat and the whiskers on his chin" invited large numbers of them to take trips to faraway places. War plants beckoned more thousands to their doors with high wages. So now other people have to take their places. That's the story behind the U. S. Crop Corps of which the Women's Land Army is a part. During 1942 industry and the armed forces took 1,600,000 farm workers and operators, many of whom were skilled, able-bodied men of the 18 to 44 age group. They have been replaced to some extent by older workers, women, and young people, and farm-production efficiency is suffering. Additional workers are needed.

Agricultural labor experts say that during the crop season 3,500,000 extra workers are needed. Where are they to come from?

One source of supply for additional labor is womanpower. So at least part of the answer dear Miss or Madam, is *you*. "Give us 10,000 women for year-round work, and 50,000 for seasonal work of a month or more," say the farm labor experts. If you live on a farm, you are probably already doing more outdoor work than you've ever done in your whole life, for the report is that farm women more than doubled their work in the fields in 1942. That leaves city and town women to draw from.

This is where the Land Army comes in. It is largely an organization of town and city women and girls sponsored by the Federal Government. It is under the direction of the Extension Service of the Department of Agriculture. Miss Florence Hall, long a field supervisor for the Extension Service, is its chief. The Extension Service has an agent in every agricultural county in the United States. These county agents will be the go-between for farmers who need help and patriotic girls and women who want to help in the gigantic job of producing food for freedom.

We already have a sort of sophomore class made up of last year's women volunteer farm workers in Eastern and Far Western States. Recruited by various

agencies, organizations, and individuals, they did a more than creditable job last spring and summer. The farmers want them back and more like them—the highest award a farm worker can have!

Just to give you an idea of the kinds of work you'd be expected to do, here are a few jobs city women might be called on to do on a farm. For some of these you will require only simple instructions and supervision, just at the start. If you are to be a year-round worker you may take training at a farm school. You will probably learn farm skills on the farm itself. In every group, however, there are jobs which a strong, alert woman or girl can do with a minimum of experience. Common sense, patience, perseverance—those old-fashioned qualities which must have been invented on a farm—are the chief essentials. Here's the choice:

Gardening.—In the home vegetable garden you can learn to prepare the soil (except the first plowing or spading), plant the seed, do the weeding. You can operate a hand sprayer, dust plants for insect control, pick and pack the vegetables and small fruits.

Truck gardens.—You can learn to handle and care for machines like harrows and fertilizer spreaders, planters, diggers, and rakes. If you can drive a car you can learn to drive a tractor. Scores of women ran them in 1942. You can help pick, wash, grade, and pack the crop. It takes a strong back and a willing spirit, but you *can* do it.

Poultry.—You can easily learn to feed and water the birds, clean the poultry house, gather the eggs, and keep the egg records. Caring for the incubator and separator, grading, candling, and crating the eggs are jobs for trained people.

Dairy farms.—It takes training to be able to run a milking machine, a feed and grain mixer, and a separator and cooler, but amateur standing is adequate for washing milk utensils, cleaning out the barn and milk house, or delivering the milk.

Orchards and vineyards.—You can easily learn to pick fruit and pack it. To be allowed to prune the trees you must really be good. It takes technique to drive the spray truck, but women did it last year on the West coast.

Farm chores.—Horses and cows can be watered and fed and cared for by a woman just as well as by a man. As sheep herders and as extra helpers at lambing time women have already proved their worth.

And if none of these jobs appeals to you, if you aren't the outdoor type, if you're afraid of cows and don't like chickens until they're well browned, or if your joints just can't take field and barnyard work, there are still things for you to do, and they come under the head of war work, too. The Women's Land Army needs volunteers for farm housework so that farm women can be released for outdoor jobs they already know how to do, but haven't time for. Unglamorous as it seems, perhaps if you really want your help to count most you may offer to cook, clean, and care for small children in a farm home rather than try to learn the art of milking or the science of poultry raising. There'll be marketing to do in town, farm and home records to keep up to date, and many other things just as essential to the war program as driving a tractor.

So don't despair, dear city slicker; there's a farm job for you, too. Your local papers will carry news of recruiting and training centers in your area. The volunteer groups like American Women's Voluntary Services, Office of Civilian Defense, YWCA and others, which did recruiting last year will still take applications, and so will your county agents. Incidentally, Land Army workers will be paid the prevailing wage and may wear the WLA blue denim and chambray uniform which the girls in the center and lower left, opposite, are wearing. It will take all kinds of help to raise our quota of Food for Freedom. Let's get going!



Pack that food away

Save all you don't eat by joining community canning projects, preserve the rest by freezing, drying, pickling, or storing.

There's a pleasant little hill rising beside Jason McCall's farmhouse, in Transylvania County, N. C. Jason's mighty proud of that hill. "Keep my buried treasure there," he likes to say.

If you were to dig into it, you'd find something more precious than doubloons or pieces-of-eight. You'd find shelves, laden with a thousand quarts of fruits and berries, seven different kinds of vegetables and meats, and more than enough stored fruits and vegetables to take care of family needs for winter days ahead.

Mrs. McCall is proud of that hill, too. She calls it the "bank house." The food in it is better than money in the bank.

Nearly a hundred farm families in the Hogback and Gloucester townships of Transylvania County have "bank houses," which are simply outside storage places built into the sides of little hills or mounds. It's their ingenious way of keeping the foods they grow fresh or well preserved, against the day when it will be needed.

This year, preserving food is next only in importance to growing it. Every bit of food that isn't eaten, should be "put away" for future use.

As the war continues, the matter of preserving food becomes more and more vital to housewives and Victory Gardeners. In times past, city people—and country folk, too—have been able to find all the canned foods they wanted at any time of year on the grocer's shelves. Or they've always been able to buy jars and canning equipment to preserve their own home-raised food if they wanted to.

War has changed that old-time canning picture. Today we need to know about all the good ways of putting up food. We need to learn as fast as we can—if we haven't already learned—about preserving foods by freezing, by drying, by curing, pickling, and storing, as well as by canning.

This month, with the first crops from Victory Gardens already being harvested, folks here and there around the country are doing big things in food preservation.



Canning tomatoes in the utility building at Ocala Migratory Labor Camp, Belle Glade, Fla. is a community project where able hands make quick work of it.

In Connecticut, the State Defense Council is sponsoring a Food Preservation Program. The goal is 50 cans of vegetables and 34 cans of fruit for every person in the State—all the food coming from war gardens and from commercial garden products in good supply.

Truck gardeners, whose fields lie on the outskirts of Connecticut cities, are calling in the public to pick their crops—especially the third or "gleaners" crop.

To help with the preservation problem, ice cream dealers are being asked to use their freezing plants for the quick freezing of fruits and vegetables. In New Hampshire, 150 towns have set up committees to encourage and help with home food production and conservation. A school official of Springfield, Mo., found enough WPA canning equipment in storage to set up canning projects in connection with Victory Gardens in all the city schools.

There's a Nation-wide trend toward adding to the food supply by preventing food waste. But garden advisers of the U. S. Department of Agriculture are urging people to limit canning to garden products that can't be preserved so well in any other way. According to present indications, there will be enough jars and cans for home canning, but, of course, containers must not be used needlessly.

All canning equipment must be worked to its fullest measure. Sharing with your neighbor and cooperating in your community are more than ever necessary.

The War Production Board estimates that about 275,000 new pressure canners will be released this season. Many of these will go to community centers that serve a number of households.

A booklet, "Wartime Canning of Fruits, Vegetables" (AWI-41), is available from

the U. S. Department of Agriculture, Washington, D. C. It is free.

Community canning helped many families weather depression years. Now it will help them keep properly fed through the war years.

The women of Fountain Green, in southern Utah, where depression and over 3 long years of drought hit most farm families pretty hard, have always tried to raise and preserve as much garden produce and meat as possible. But lack of proper equipment always hindered them. Five years ago, one of the women figured a way to solve their problem.

Mrs. Bob Anderson had the idea of a cooperative canning service. She talked to her neighbors and they offered to sign an agreement to pay her for the use of a pressure cooker and can-sealing machine, at the cost of 25 cents for 12 quarts of food.

On the strength of these users' agreements, she was able to obtain a "co-op loan" from the Farm Security Administration and buy the equipment. When the loan was completely paid off, the price of using the equipment was to be lowered to cover operating expenses only. Since then, another pressure cooker and sealer have been added.

Last year, 16 women participated in the service and canned nearly 4,000 quarts of nonacid vegetables and meat. They're already going strong for 1943. Between January and May of this year, they put up nearly 500 quarts and expect to make it 5,000 quarts by the end of the year.

They don't figure on having any more empty larders or empty stomachs on the farms of Fountain Green.

Canning cooperatively is one of the best ways to preserve food. Get in touch with your local board of education or your local defense council, or your county extension agent, and find out if any cooperative canning projects are under way in your community. If there aren't any, team up with your neighbors, pool your equipment, and start a project. Write to the Government Printing Office, Washington, D. C., for the booklet "Community Food Preservation Centers" (Misc. Publication No. 472). Price, 10 cents.

Now about other ways of preserving garden products. The McCalls of Transylvania County do a heap of canning, but they do a heap of storing, too. That's why they have that "bank" in the side of the hill, because properly stored root crops will keep all winter.

In it, they keep their beets, carrots, onions, parsnips, potatoes, sweetpotatoes, rutabagas, white turnips, winter radishes, salsify, and also their late cabbage, late celery, pumpkins, and winter squash.

They built their "dugout" themselves, using lumber and materials they had about their place. You can build your family a storage cellar or "bank" to keep your root crops, too.

For information write U. S. Department of Agriculture, Washington, D. C., for "Home Storage of Vegetables and Fruits" (1939 F) and "Potato Storage and Storage Houses" (847 F). They are free.

If you don't have the place for a dugout—or even if you do—there's another kind of a storage: frozen storage. There are more than a million frozen-food lockers used by housewives in the United States.

Find out what freezer-locker storage facilities there are in your community. For more information on types and uses of freezer lockers, and on preparation of these foods write to the Farm Credit Administration, Washington, D. C. for "Refrigerated Food Lockers" (C-107). It is free.

Another way to keep vegetables through the winter is to dry them. You can't dry everything, but here's a list of the vegetables that dry well: Sweet corn, shelled mature beans and peas, okra, beets, leafy green vegetables, green peas, snap beans, peppers, pimentos, pumpkins, and squash. If you have any savory herbs, you might dry some of those, too.

The Bureau of Human Nutrition and Home Economics in the Department of Agriculture has designed several dehydrators that may be built with inexpensive, easily obtainable materials. Write the U. S. Department of Agriculture, Washington, D. C., for Farmers' Bulletin 1918, "Drying Foods for Victory Meals."

In considering the various ways to store food, don't overlook brining or pickling. "Preservation of Vegetables by Salting and Brining" (AIC-4) is a new mimeographed leaflet. Address: Bureau of Agricultural and Industrial Chemistry, U. S. Department of Agriculture, Washington, D. C. It is free.



Mrs. H. N. Howe of Dry Bridge, Ky., brings out an armful of preserved food from her mound cellar. Many families build places like this from materials around their farms.



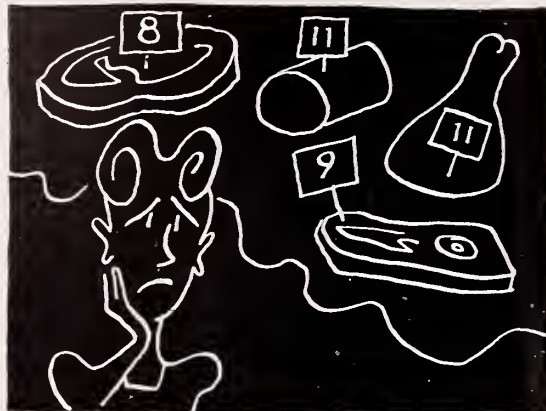
Luther Nave of Mountain City, Tenn., dries apples and beans at home.

Learning to like it

That's Mister Average American's part in meat rationing



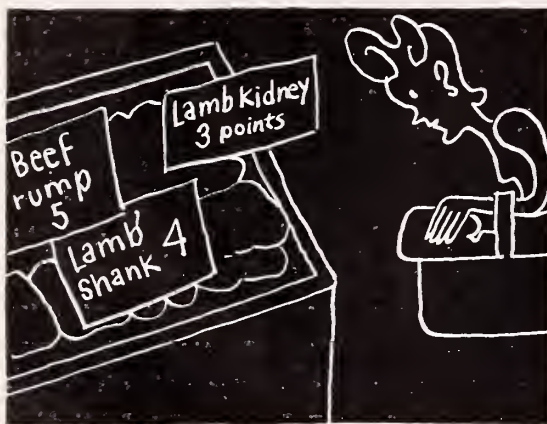
1. Mrs. Average American now is a worrier and her Mister a grumbler. Cause for it all is meat rationing—and Mr. A. A.'s failure to get his daily steak.



2. Puzzled Mrs. A. A. wonders how to make her 16-point per person per week allotments work when porterhouse is 11 points a pound, veal cutlet 10, butter 8.



3. She learns one meat is pretty much like another in what it does for you, though one may have more of one nutrient than another. Pork packs more thiamine, liver more iron.



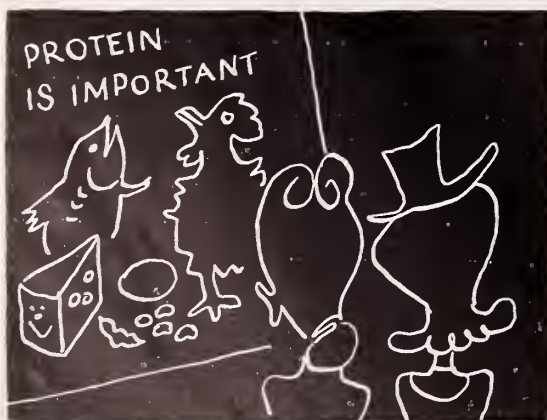
4. Cheaper cuts of meat, she finds are just as good to eat and they add up to points saving. Pork sweetbreads take 2 points a pound, beef heart takes 4, and lamb kidney 3.



5. Getting the most for the least in terms of meat boils down to its care and cooking. Mrs. A. A. wipes each piece with a damp cloth, covers it lightly, stores it cold.



6. Use of every little bit becomes the golden meat rule in Mrs. A. A.'s home. Meat drippings instead of butter flavor her vegetables—make them a real taste treat.



7. Mrs. A. A. gets acquainted with other members of the protein family—milk, eggs, fish, poultry, cheese, peanuts, and legumes.—some times serves them instead of meat.



8. Fixing dishes she's never tried before is now Mrs. Average American's daily chore. Her latest taste treats are spanish kidney, and corn-bread liver patties.



9. All is sunny once again, says Mrs. A. A. Her Mister is eating heart and liking it, and coming back for more. Profitable pondering, Mrs. A. A. calls it.

Children of industry

War nurseries start when factory whistles blow, freeing woman-power to build ships and planes for the Nation

"Today I won't say any English. Just German," 2½-year-old Felix said defiantly to Mrs. Katheryn Warfield, the head teacher. "And I won't eat!"

Felix is the child of refugee parents. They do highly technical work in one of the war industries in Wilmington, Del., and he stays at one of Wilmington's nursery schools while they are at work.

For 3 days he wouldn't touch the small portions of food on his plate. He refused to drink his juice in the morning and his milk in the afternoon. And whatever he said was in German.

Then his mother came to the school, where she had put him, as a last resort, when she could get no help at home.

"I'm going to take him out," she said on this day. "You're starving him. I can't make him eat, and you don't. I'm taking him out."

"We've had him only 3 days. Leave him awhile longer. I think you'll be surprised at what will happen," Mrs. Warfield said.

Mrs. Warfield knew, as all the nursery school teachers in Wilmington know, that women in this city have to work, because Wilmington is No. 1 in the scale of labor shortage. Women in Wilmington must help to build ships in the two shipbuilding plants, to make planes in the aircraft factory, to sew uniforms in the uniform factory, to make powder for bombs—to drive trucks for bakeries. But women have to take care of their families first. Mrs. Warfield knew if she failed with this little fellow the mother would quit her job. And a skilled worker like that mother could not be replaced.

The next day at lunch there was just one pea and three or four pieces of carrot on Felix's plate. He announced again that he wouldn't eat. But no one seemed to care. Pretty soon Felix picked up the pea with his fingers and ate it. Then he tasted the carrots. The following noon there was a little more food before him, and he ate most of it.

Now he is eating all his lunch. He even

carries his dish into the kitchen to ask the cook for a second helping. And he asks for it in English. His sturdy little legs hurry him around the playground while he invents new games and satisfies his curiosity. He has adjusted to the democratic nursery-school ways, and his mother feels easy about him, knowing he is getting the professional care that she couldn't give him—even if she weren't working.

The Mary C. I. Williams nursery school where Felix goes is one of seven set up in Wilmington with Lanham Act funds, administered by the Federal Works Agency. The Nation-wide program is under the immediate supervision of Mrs. Florence E. Kerr, Director of War Public Services, FWA. The Wilmington application for financial assistance was approved March 31 by the War Service Unit and the nurseries started the next day.

Must justify need

To justify the need for war nurseries a community must show that large numbers of mothers are doing essential jobs in a town's defense industries, and that a responsible agency—usually the board of education—is interested in child welfare and eager to sponsor a nursery program. In Wilmington, Lanham Act funds supply approximately half the money required to run the schools, the parents pay 35 cents a day for each child, and the board of education makes up the rest.

Major General Philip B. Fleming, Federal Works Administrator, whose agency operates the child care program, says that this three-way sharing of costs recognizes the stake of the three parties to the transaction—parent, city, and Nation. "The parent's interest is obvious," he says. "The city's interest derives from a desire to prevent juvenile delinquency; the Nation's interest is in efficient and maximum war production. All three interests are served by the nursery schools and child care centers."

Mrs. May L. Milligan, former supervisor of WPA nursery schools in Delaware,



supervises the nursery schools in Wilmington, and keeps a kind and intelligent eye on the development of the individual children. She knows children, and she knows her job.

A number of the youngsters who were in the now discontinued WPA nurseries are eligible for the war nursery care. The transfer has simply been made on paper.

An Italian family of seven children, for instance, have all attended nursery school in the West End Neighborhood House. The family is now represented by twins, Phyllis and Joseph Feoretti. They are 3 years old. Phyllis is as dainty and delicate looking as a tiny black-eyed Susan, but her daintiness is deceptive. She keeps Joseph under a heavy thumb, bossing his play and hampering his development. Mrs. Milligan loves the sauciness of the child's long curls, but she and the head teacher are working overtime trying to teach Phyllis not to toss them at poor Joseph.

The Italians in this neighborhood have large families and usually own their own homes. Grandfather, aunts, cousins all live with the family. In the WPA days the children were kept off the streets and out of the crowded houses by sending them to the beautifully clean and well-conducted nursery. When the program was shifted to FWA to take care of war needs only, these West End mothers felt resentful. They begged Mrs. Milligan to keep their children. But she couldn't waive

the rules. Some of these mothers now have gone out and gotten defense jobs and their children are back in the nursery happily playing and sleeping and eating.

Not all Wilmington nursery schools are transferred WPA ones, however. An original war nursery was started at No. 22 Negro school on May 10 with 10 children. In 7 days there were 25 children enrolled. But all sorts of adjustments had to be made in the property. A dining room was fashioned out of storage space, but there was no room for a kitchen and no equipment available for the preservation and preparation of food. This problem was solved by having the Red Cross bring a steaming lunch over every noon, from the nursery at No. 21 school.

Spanky learns

Spanky Brown is one of the children who now eats in the makeshift, white-washed dining room at No. 22. He is 2 years old and so small his little black legs are scarcely long enough to reach over each other in a skip. He is so active that his teachers are exhausted by the time his big sister comes for him after her grade lets out.

But he wasn't always so active. When he first came to the nursery school he didn't talk or play at all. He just sat on one of the tiny chairs. It took him 2 weeks before he picked up a Teddy bear and loved it. This was the first outward sign that he was adjusting to the busy life around him. His teachers gave him lots of affection, knowing that some sensitive children need more than others, and that a group will suppress such a child.

Today Spanky is right in the center of any activity. He is among the first to put an old curtain over his shoulders and be a soldier. And although he still is so small he has to turn over on his stomach to slide off his cot, Spanky Brown, with his big eyes and his need for love, is one of the leaders in the No. 22 nursery school.

Although the nurseries differ in their accommodations, the children all have the same excellent treatment and service. Staffed with well-trained, experienced teachers who are assisted by trained helpers, cooks, and women who keep the rooms immaculate, the nurseries are open 12 to 14 hours a day, 6 days a week. The day starts at 6 a. m. and finishes at 6 to 8 o'clock at night. And as the need increases for more and more workers in Wilmington—especially at night—it is possible that the nurseries will be going 24 hours a day.



These trailer-town children whose mothers are working in defense industries play and rest in bad weather in the trailer house showing in the background. When they wake up at two or three they will be ready for more play and hungry for milk and crackers.

Mrs. Milligan works closely with the head teachers and the rest of their staffs—knows the problems of the teachers as well as those of every child. She believes that the ideal nursery school attendant should be like Venus di Milo—without hands or arms so that she can't interfere with the children's activities. The youngsters try to do everything for themselves. Even such burdensome tasks as tying their own shoelaces or washing their hands.

There are two teachers present at all times. Throughout the long day their hours are staggered so that no teacher becomes too exhausted, but someone is always on the job, someone fresh for the innumerable questions of the youngsters.

The schedule of the day is a simplified one. If the child is brought in at 6 o'clock in the morning he lies down on his cot and finishes his sleep until the others arrive at 8, or 8:30, or 9 o'clock. Each youngster has a quick medical examination right after he comes in every day. If one should show the slightest indication of illness, he is put to bed in the isolation room, and the nurse or a doctor is called. If he is really ill, every

effort is made to arrange for his care by a relative or neighbor so that the mother will not have to stop her work.

But ordinarily the children are well, and right after the examination, each drinks a glass of fruit juice. In wintertime they will get cod liver oil, too—"sunshine" the children call it. In the summertime they play outdoors, until 10 a. m., at whatever takes their fancy.

On stormy days, the youngsters play with big blocks which in their imaginations become anything from houses to cows to dishes. A nail keg sandpapered and painted is one of the most delightful toys. A mechanical toy lasts 10 minutes out of a 12-hour-day, but a nail keg stimulates a child's imagination indefinitely—and gives him good muscle play at the same time. But unfortunately nail kegs are few and far between these days.

Other playthings that are difficult to get now are sturdy bikes, wagons, and scooters. The children are encouraged to bring their own; anything they bring becomes a community plaything. This teaches a good lesson in sharing.

At 11:30 to 11:45 a. m. the children

come in to lunch. They sit at tables according to "fit." The three sizes of tables are 15, 17, and 19 inches from table top to the floor. The teachers sit with the children. Lunchtime is a good time to teach children, through example, to be clean and healthy and to be sociable individuals. But sometimes children imitate the wrong attitudes. Recently one of the mothers said to Mrs. Louise Boyer at the Eastlake Housing Nursery:

"I can't understand what's the matter with Mildred. She sits all bent over at the table, and doesn't want to put her feet and knees underneath. She sits sideways."

Mrs. Boyer was puzzled at first, then she laughed suddenly. "I guess we're to blame. We sit with the youngsters, but we're far too big to put our knees under the table. In fact, we have to sit sideways and bend over to reach our plates!"

One of the table rules all children observe is that no nursery school child eats bread until the vegetables and meat on his plate have been eaten. They can have as many helpings as they want, but servings are small so that their appetites won't be taken by the size of the dish to be eaten. One little fellow sometimes goes out to the kitchen to have his plate filled five times, but most of the children are satisfied with second helpings.

Dietitians plan the meal to provide a meat or meat substitute, potatoes, rice, or macaroni, a red or yellow vegetable, and a green or white vegetable. Liver is

served at least once a week. Lamb stew, bacon and eggs, hamburgers, and salmon loaf are other popular main dishes. Milk, whole-wheat bread and butter, and simple desserts complete the meal.

As soon as the child has finished eating he runs to the bathroom to prepare himself for his nap. On a low rack is a line of hooks on which hang white washcloths, towels, and a blue comb, one for each child. Over each hook is a picture of carrots, grapes, rabbits, balloons, or a bird. These pictures are the child's identification tag, and it doesn't take long for even the little 2-year-old to recognize his own washcloth. The same symbol is painted on his locker for his coat and hat, and on his cot.

Naps for all

The children remove any clothing that might make them too warm, and lie down on the little canvas cots, and cover themselves up. When they wake up, they have a midafternoon snack of cinnamon toast or cookies and milk. Then they play under supervision until someone calls for them.

The parents in Wilmington are beginning to realize just how valuable the war nurseries are to themselves and their children. But some of the things they don't know are that juvenile courts and guidance clinics show that the traits that go to make up a "bad" boy or a "bad" girl were started way back in preschool years. The right sort of relationship with other children under the supervision of a well-

trained, experienced teacher can prevent these attitudes from getting started.

Dr. Lemmel, superintendent of schools for the Wilmington Board of Education frequently adapts a quotation from that old Greek teacher, Plato, in justifying the principle of nursery schools: "You can't teach all the Athenian mothers what they need to know about rearing children, but you can take every twentieth woman and train her to teach the children of the other nineteen."

This is the very thing Wilmington is doing with its Mothers' Clubs. Take the one at the Thomas Garret Nursery School—another Negro nursery. The mothers are as proud of the school as the school board is. They meet twice a month, and occasionally keep open house throughout a week-day so the nursery work can be observed.

The social and educational advantages of nursery schools are available to the children of every working mother in any community where essential war work is going on. Up to June 15 President Roosevelt had approved 3,000 war nurseries and child care centers to care for 159,000 children under the Lanham Act. The Federal Works Agency will assist local sponsors—usually school boards—to establish nursery schools or child care centers in your town to provide care for children between the ages of two and fourteen while their mothers are at work at essential wartime occupations.



A 2-year-old gets expert advice on how to hang out a washing from a curly-locks who's been doing work like this for 5 months in a Wilmington war nursery.



When a fellow goes to a war nursery school he does everything he can for himself, even to undoing the hardest buttons. The sheets on his bed are washed weekly.



Lucky enough to be assigned the same shift on the assembly line, this couple enjoy lunchtime with no worries. Their child is safely cared for in a war nursery school.

Illustrations in this issue:

OUR COVER shows shopping scenes from long ago (Culver Service) and the present (Food Distribution Administration). The quotation from the Commanding General of the Continental Army shows how strongly George Washington felt that price control was essential to Victory. Pp. 2, 3, 4, Parlet-Gerber, Baltimore; pp. 5, 6, 7, Serval, Inc., Evansville, Ind.; p. 9, Dept. of Agriculture; p. 10, Farm Security Administration; p. 11, Food Distribution Administration; p. 12, cartoons by Ted Jung; pp. 13, 14, 15, Federal Works Agency.

In this issue

JULY 1943

VOLUME IX, NUMBER 8

Trouble shooters for everybody	2
These workers eat to win	5
First ladies of the land	8
Pack that food away	10
Learning to like it	12
Children of industry	13

Consumers' guide

A publication of the Department of Agriculture, Washington, D. C. Issued monthly.

Editor, Ben James; associate editors, Alice Nichols, Anne Carter; contributing writers, Gean Clark, Virginia Fairfield, Gladys Solomon, Elma Van Horn; art work, Ted Jung.

CONSUMERS' GUIDE is printed with the approval of the Bureau of the Budget as required by Rule 42 of the Joint Committee on Printing. Official free distribution, 140,000 copies per issue. Additional copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., 5 cents a copy, or by subscription, 50 cents a year, domestic; 70 cents a year, foreign. Postage stamps will not be accepted in payment.

Listen to Consumer Time

NBC Saturdays. 12:15 P. M., E. W. T.

Consumer Time is produced by the Food Distribution Administration, Department of Agriculture, and is presented in co-operation with United States Government agencies working for consumers.

CG News letter

A Wartime Supplement to
Consumers' Guide

July 1943

Rounding up reports from U. S. Government agencies between May 25 and June 25

STATE OF THE RATION

War Ration Book 3 should be in your mail box sometime between now and July 21. If it does not arrive by the 1st of August, take the stub of your application card to your local board and have them check it.

Soldiers on 72-hour leave or furlough won't have to spend precious time at ration boards. Under a new arrangement, they obtain an application before leaving camp, give it to the hand that feeds them. Fifteen days are allowed, after the furlough's end, for turning the application over to the local ration board for the necessary certificate or stamps.

Always destroy unused ration stamps at the end of a ration period. They can breed black markets, if they fall into the hands of unscrupulous persons. Though they may have expired for your use, they are obviously still good for storekeepers, who may use them to order larger stocks than they are entitled to under the ration system.

Here's good news for loggers, miners, prospectors, fishermen, sheepherders, and others who live or work far from food supplies. They are entitled to extra red stamp rations, up to 1.8 points per person per day, if other protein foods such as poultry are not available. They may apply for them from their regional or local OPA office or ration board. Certificates, rather than stamps, will be given.

"Seeing-Eye" dogs, or similarly trained dogs, may have meat rations. Blind persons who use such dogs may obtain up to 12 extra points weekly from their ration boards to be used for 10-point-value meats to feed the dog.

Farm families living on their farms do not have to surrender ration points for meat raised on their land, even though it is slaughtered at a custom slaughtering house. But if the family lives in the city, points must be paid, even though no money is paid.

Here's a point you may have wondered about. People who sell home-canned fruits and vegetables must collect 8 points in blue stamps per quart. As you know, however, commercially processed foods have point values that vary with the kind and weight of the food.

Soft, perishable cheeses, such as cream cheese, Neufchatel, Camembert, Liederkranz, Brie, and blue cheese were added to the rationed list on June 6. Only cottage, baker's, and pot cheese containing 5 percent or less butterfat will remain off it.

You'll have to surrender red stamps, at the rate of one point per pound, for evaporated and condensed milk. Only one point is charged for two or more cans purchased together if their combined weight is not over 1 pound.

Tomato juice and vegetable juice combinations with more than 70 percent tomato juice, have been reduced in value from 4 to 2 points, effective June 6.

On that date, too, preferred cuts of meat—such as steaks and roasts—cost more red stamps, while many items of lamb, veal, and variety meats went down in point value. Red point values of some of the more popular kosher beef items were raised at the same time.

If you order your coffee by mail, you may now "pay for" it with the detached coffee stamp, instead of sending the entire ration book.

STOVES AND FUEL OIL

Want to buy a new stove? Plan to get a purchase certificate from your War Price and Rationing Board before you go shopping. Stove rationing is being expanded to more areas to assure fair distribution of the limited number of cooking stoves that burn coal, wood, oil, or gas. Used stoves are still unrationed.

Even though coal or wood-fired stoves are available, householders will be allowed oil rations for oil cooking stoves this summer. Reason is the over-all shortage of all fuels. Also, when farm kitchens are used for canning foods, oil cooking stoves aren't as hot as those that burn wood or coal.

Fuel oil zones are being divided to permit closer adjustments of rations to the fuel oil supply and to weather conditions. Zones A, B, and C will be divided into two parts to simplify handling problems that arise from wide differences in climate.

Householders in the 33 fuel-oil-rationed States and the District of Columbia will be given their next season's ration coupons through the mail. Beginning July 1, they may use approximately one-third of next season's coupons, so that tanks may be filled during the summer season.

Owners of small homes who are entitled to more fuel oil for next year than they had last year, will get it automatically when their regular application for renewal of rations comes before the ration board.

HUSH TO THE CALL OF THE OPEN ROAD

Don't ask for it, because you won't get additional mileage for vacation travel this summer. The extra use of rubber (and gasoline in the East) cannot be justified. Pleasure driving again has been banned in 12 Eastern States, plus 8 Eastern counties in West Virginia and the District of Columbia.

B and C gasoline coupons in the Northeastern States were reduced in value to 2½ gallons. Workers depending on their cars to get to their jobs may no longer "break" the "B" mileage ceiling, as they could under a previous provision.

NEW GASOLINE RATION BOOKS DUE

Beginning about June 22, application forms for new basic "A" gas ration books were available at service stations or other conveniently located places designated by local ration boards.

If you haven't applied for yours yet, you'd better act promptly lest your old book expire. New "A" books should be in the hands of motorists by July 21.

The motorist fills out the application form and mails it to his War Price and Ration Board with (1) the signed back cover

of his present "A" book, and (2) his current tire inspection records showing that proper inspections have been made.

Motorcyclists do likewise, except that they must obtain their application forms from the ration board.

Power to revoke rations rests with the board.

DOLLAR-AND-CENTS CEILINGS GO TO TOWN

Community ceiling prices have simplified price control and made it much more effective. So far, in addition to 138 community-wide price orders on foodstuffs, the Office of Price Administration has issued 35 specific dollars-and-cents retail ceiling price schedules.

Consumers in every part of the country can now determine instantly the exact top prices they may be legally required to pay for 24 lines of new merchandise and 7 lines of used goods.

Lines of new merchandise under specific dollars-and-cents retail ceilings are: Tires and retreads, women's nylon, silk, and rayon hosiery, household mechanical refrigerators, household vacuum cleaners and attachments, war model overalls, crepe paper, sanitary napkins, war bicycles, antifreeze, wheat mill feeds, rubber and fiber heels, coil and flat bedsprings with nonsteel frames, Victory line waterproof rubber footwear, stirrup pumps, heating boiler conversion parts, totaquina and totaquina products, rubber drug sundries, wood matches, soaps and cleansers, officers' summer cotton uniforms, and war model alarm clocks.

Used merchandise covered by specific price regulations are: Tires and tubes, household mechanical refrigerators, typewriters, vacuum cleaners and attachments, egg cases and component parts, domestic washing machines, and metal coil and flat bedsprings.

The same ceilings that apply to dealers apply also to individual householders who sell certain types of used household equipment.

NO GRADE LABELING ON THIS YEAR'S PACK

OPA has withdrawn compulsory grade labeling of the 1943 pack of canned fruits and vegetables and their juices, due to strong trade opposition. To protect the housewife

against hidden price increases through up-grading of lower quality foods, an alternate method has been put into effect.

Main points in the new plan are:

1. Cannerys must continue to grade their 1943 pack in accordance with the U. S. Department of Agriculture grades, and cannerys' maximum prices will continue to be set by grades.

2. Cannerys and wholesalers must indicate on their invoices the Government grade of the product sold.

3. Retail community-wide dollars-and-cents ceilings, being issued by OPA in principal shopping centers throughout the country, will list canned goods by grade. Thus housewives can tell at a glance the grade and the maximum price of a particular brand.

Consumers must pay sharp attention to grades of food, and demand reductions in price if quality has been reduced.

NO NEED TO STOCK UP ON STOCKINGS

Don't let salesgirls tell you there won't be any stockings next year. There will be enough to fill the American woman's needs. No plans are in the works for rationing stockings, but Government regulations cover their price and quality.

Serviceability rather than sheerness is being featured. Eighty-five percent of the stockings will be of rayon, and most of them will be full-fashioned. Statistics show this to be a three-to-one favorite of women.

Stockings will be on the average an inch shorter than they came in nylon or silk—not to conserve material, but because rayon stretches that much more. They will be limited to five colors in any one style, and will be reinforced in the foot and welt (top) to give extra wear. They must have a stipulated number of rows of stitches in the leg to prevent skimpy construction. They must be labeled as to thread-count and quality, and—eventually—as to price.

TO PAINT OR NOT TO PAINT

Many girls have asked CONSUMERS' GUIDE whether leg make-up is dangerous. The answer is "No." It's a money-and-materials-saving cosmetic, and a blessing in

hot weather. The cream and emulsion types are better for covering blemishes than the coal tar dye types. Much of the irritation presumably caused by leg make-up has been traced to the hair-removing method used before the color was applied. Shaving is least likely to cause irritation. Incidentally, personnel managers have said they have no objections to it, provided it is applied skillfully, and provided the girl has something to apply it to.

PLAN SUMMER MEALS WITH AN EYE TO SUPPLY

Your Victory Garden will have to provide many of the vegetables you serve this summer, for it looks as though less fresh vegetables will be produced commercially than last year. What with transportation problems in shipping foods you'll do well to pick your salads and root vegetables fresh from the earth of your own back yard.

Eggs and poultry supplies are good, but so is the demand for them. War needs for dried skim milk next year far exceed expected production. Drying facilities are being expanded and farmers urged to deliver whole milk to plants, instead of separating it first and delivering only cream.

While there won't be as much ice cream this year as last, there will be more ices and sherbets, so that total gallons of frozen dairy foods will be about the same as in 1942. Remember, however, that retailers cannot force their customers to buy an equal amount of sherbet or any frozen confection to obtain ice cream. It's a thoughtful idea to remember the other fellow, and not wolf all the ice cream.

LEND A HAND TO CANNING

If you're an expert with home-made peach preserves and apple butter—or even if you aren't—you can contribute to the war effort by taking a job in a food canning and processing plant near your home. You'll be doing war work that will assure fighting forces of the food they will need and you'll be helping the home folks get the quantities of food they need for good nutrition under rationing.

If there's a shortage of labor at harvest time, there will be shortages of foods next winter.

- The cost of living in large cities rose 7.8 percent from April 1942 to April 1943. Food costs for that same period rose 17.6 percent, clothing 1 percent, rent minus 1.1 percent, and house furnishings 2.2 percent.
- Repair shops may charge extra when customers request overtime service, if the work is actually done during overtime hours by mechanics who are paid time and a half. In most cases such as this, the repair shop may charge one and one-half times its regular hourly rate.
- A woman worker may obtain a supplemental shoe ration stamp for safety shoes with plastic or fiber toe box, if she has spent her shoe stamp and still needs this type of shoe.
- Taxicabs and busses have been ordered to cut down mileage in the Eastern shortage area. The Office of Defense Transportation is urging the public not to use busses or taxicabs for amusement, social, and other nonessential purposes.
- Dresses have been reduced by WPB to the "Basic Silhouette," with carefully defined controls over the extravagant and wasteful use of material for trimmings and other nonfunctional details.
- Wartime restrictions on materials challenge American ingenuity. Women are making slips from old summer dresses, buttons from tough pear-tree twigs, and many other ingenious substitutes for commonly used articles.
- If your community is a defense area struggling with problems of absenteeism and of juvenile delinquency, and if there is no community child care program in effect, get together with your neighbors and the board of education, and see what can be done about it. Child care programs have gone far toward solving problems of absenteeism among women war workers, as well as problems of juvenile delinquency.
- When you write that letter to your soldier, tell him how the family is getting along financially, how much war work you are all doing, what his friends are doing (especially single girls), and write about places he used to go. Tell him what's happening to the old home town under rationing, price control, and war work. That's what surveys have shown he wants to know.

- July 1—Coffee Ration Stamp No. 21 (1 lb.) valid through July 21.
- Period 5 coupons for fuel oil valid in all zones until September 30.
- New Period 1 coupons for fuel oil, and a certain number of "reserve" and change-making coupons, also valid.
- Blue Stamps N, P, and Q valid for 48 points a set for canned and processed foods through August 7.
- Red Stamps P valid for 16 points of meats, fats, oils, cheeses, canned fish, evaporated and condensed milk, through July 31.
- July 4—Red Stamps Q valid through July 31.
- July 7—Blue Stamps K, L, and M expire.
- July 11—Red Stamps R valid through July 31.
- July 18—Red Stamps S valid through July 31.
- July 21—A-5 gasoline coupons (3 gals.) expire in 17 Eastern States and District of Columbia. Elsewhere A-6 coupons (4 gals.) and basic books for motorists expire.
- July 22—A-6 gasoline coupons valid in Eastern shortage area until November 21. Elsewhere, A-1 coupons in new basic book for motorists valid through September 21. Value to be announced.
- Coffee Ration Stamp No. 22 (1 lb.) valid through August 11.
- All July—Sugar Ration Stamp No. 13 (5 lbs.) valid through August 15. Stamps No. 15 and 16 valid for 5 pounds each for canning sugar through October 31.
- Shoe Stamp No. 18 valid for one pair of shoes through October 31.
- Drivers with gasoline rations for more than 240 miles monthly eligible for any grade of new tires when present casings are not recappable.

CG News Letter

July 1943

Published by the Department of Agriculture, Washington, D. C.
Prepared by Food Distribution Administration.

Ad 422 C
Cop 2

LIBRARY
CURRENT SERIAL RECORD

AUG 23 1943

U. S. DEPARTMENT OF AGRICULTURE

Consumers' guide

August 1943



American youth pitches in

No feast, no famine



ROY F. HENDRICKSON.

Director, Food Distribution Administration

There are signs that better understanding is growing of our Nation's food problems because less frequently is the food situation being described simply as "good" or "bad." The food situation is no more simply "good" or "bad" than most people are "good" or "bad." Such terms are lazy generalizations to dispose of a complex problem in entirely too simple a fashion.

People who engage in talk like "Starvation is just around the corner" are headline hunters of simply a different species than people who say, "there will be plenty of food." These are extreme positions of optimism or pessimism. Such oversimplification does not help us as consumers very much to try to fit into a dynamic situation and cooperate with the war food effort in the way that all are anxious to cooperate.

There will be shortages and there will be seasonal items in long supply. Consider the recent developments in connection with potatoes in the eastern portion of the Nation. In early May potatoes became very scarce because of (1) the poor early crop in the deep South ordinarily depended upon to supply much of the East coast's requirements during May and early June, (2) the very large demand for seed by farmers—desirable because this meant more acres of potatoes for the 1943-44 supply, (3) large Government requirements because many of our ships and foreign stations have to depend upon old-crop potatoes until late in the summer of 1943

while others depend upon dehydrated potatoes from plants which had to be kept going until new potatoes would become available in June.

We had a sort of potato famine for a number of weeks. And it was irritating, but most housewives demonstrated resourcefulness in dealing with the situation. Now the situation has changed. Today as this is written (June 25) we in the Food Distribution Administration are bombarded by reports that the potato market has broken, that hundreds of cars of potatoes from North Carolina, Arkansas, and Oklahoma sent by farmers to market are not being purchased. The War Food Administration, in order to insure an adequate supply of potatoes this year, placed a price support under potatoes varying by producing areas. Potatoes threatened to be marketed at less than that support price and the Government must keep faith with its citizen producers in this as in every other case. So we have given instructions to our buyers to stand ready to support the Government's guaranteed minimum price even though it may mean that by nightfall we will have purchased 400 cars of potatoes for which we do not have a very adequate outlet because of the suspension of our direct distribution programs.

Consumers will want the Government to keep faith with producers not only because it wants the Government's word to be good in an exact sense; but consumers also in terms of their own self-interest are anxious to have potato supplies adequate for the year ahead. Many of them recognize that with the pressure of our military and Allies increased consumption demands for food, we will wisely eat more potatoes than we did during the pre-war period.

In the United Kingdom, consumption of potatoes has been increased nearly 42 percent since the beginning of the war. Axis areas, particularly in central Europe, have stimulated the production and consumption of potatoes. In fact they have been the most important feed in the production of

hogs in Germany for some years past. And there are plenty of areas of the world which are hungry which are without potatoes and without other foods in adequate quantities as well.

Increasing the consumption of potatoes is one of the things that as consumers we should look forward to doing this year unless, of course, crop conditions change and reduce substantially the present outlook for large quantities to be available for marketing during the summer, fall, and winter. They should be reasonable in price; nutritionally they have many assets; most people like them and there are many ways of preparing them to meet the variety of appetites.

The shift in the potato situation on the East coast, from famine to feast, can always be reversed with relatively short notice, although the extremes of feast and famine are not commonplace. This situation simply illustrates how one of the many elements that make up the food situation can change quickly. The food situation is made up of scores of these elements, each with a particular situation applicable to them. A dozen of the elements may be "bad" at the same time that another dozen may be "good" while many others may be in intermediate areas. Thus the situation defies an oversimplified term such as "bad" or "good."

Never has United States food been called upon to do the job it is being called upon to do in this war.

We can expect to be called upon to make greater food sacrifices than we have made to date. We will make those sacrifices. We will make them in the full knowledge that thousands of American men and women are making an immeasurably greater contribution to the winning of this war than many of us can hope to make incident to preparing meals and eating them three times daily. While we will have to give up luxuries, and we cannot expect to have as many of the necessities as we would like all the time, they will have to give up very, very much more.

Roy F. Hendrickson



44 delegates gathered at the United Nations Food Conference.



"when a really bad thing happens today, it affects everyone."



"poverty, hunger, and disease are their constant companions."



"The third freedom in the Atlantic Charter is freedom from want."

Exploration for a better world

Here is the story of how the Hot Springs Food Conference may affect your way of living in the years to come.

By Gove Hambidge

In 17 days at the end of May and the first part of June 1943, the outlines of a better future were sketched by the representatives of 44 nations at Hot Springs, Va.

This was the United Nations Conference on Food and Agriculture, called by President Roosevelt as one of the first steps in making the Atlantic Charter with its four freedoms a concrete reality.

One of the freedoms in the Atlantic Charter is freedom from want. The first

want of a human being, from the time he begins life, is food. Farmers produce the world's food, and two-thirds of all the world's people are farmers. Their welfare is basic to that of the other third. So it was right that this first conference should deal with food and agriculture.

Those who attended the conference have a feeling that it was tremendously significant and very successful; it started things that may affect for the better not only our lives but those of our children and our children's children.

This may prove to be wrong. Planting even the finest hybrid corn seed is no guarantee that you will get the big crop you are looking for. The soil has to be right and rich. Weeds, hail, drought, or flood may wreck the hope of harvest.

Here was good seed—the seed of future peace and opportunity for common men. Will we nourish and cultivate it? Or will we neglect it and let the crop be ruined by passion and jealousy and selfishness and cynicism?

It is up to us of this generation.

Back of the work of the delegates was a

world of want. Each knew that human beings as a whole, the world over, have never had enough food.

Though the United States and some other countries do pretty well, even here not more than a third of the people are at a level of nutrition that spells sound health and full development. Another third—some two-score million—are always at a level that spells ill health and crippled powers.

Elsewhere there are areas where vastly more millions live so closely crowded together that each family has only a tiny piece of soil from which, by the most patient labor, to coax a meager subsistence. Poverty, hunger, and disease are their constant companions—children potbellied and rickety; women dying in childbirth, unable to nourish another life; men's ribs sticking to their backbones. Let an accident happen to a single crop, and a whole countryside may perish of starvation.

These things are not only true under war conditions. They are normal. The world has never had enough food, and in the past it was thought that it could not have—that population would always increase faster than the food supply, and starvation for many people was a law of nature.

The conference denied this and said that these conditions are the fault of men and nations, and that they can and must be changed.

In effect, the conferees said: "Are we men and women of the twentieth century, who can fly around the globe, unable to tell where our next meal is coming from? Are we, who have conquered the most subtle and terrible diseases, unequal to getting enough food to sustain life and health? No. The same kind of effort that has enabled us to achieve the miracles of flight and the conquest of disease also enables us to multiply the fruitfulness of the earth manyfold. This has been done in some places, but never before have nations dared to think of doing it on a world scale. We believe it can be done."

There was general agreement on this among delegates representing 44 countries, three-fourths of the world's people, and many races, creeds, and political systems.

The fact is that when a really bad thing happens today, it affects everyone. The crash in 1929 was not confined to the New York stock market; that was only a symptom of an economic disease that became world-wide. Similarly, when Japan invaded Manchuria, when Italy machine-gunned the Ethiopians, and when Germany

and Italy sent bombers over Spain, we all suffered in due course and in full measure. It cannot be otherwise in a world as closely knit together as ours now is.

It will be still more true in the future.

But is it not equally true that when a really good thing happens today, it also affects everyone? Or, to put it differently, can we not start a train of good events that will affect the whole world as readily as we can start a train of evil events.

This was very strongly the feeling of the Hot Springs conference. Delegates from little countries and big countries felt that after this conflict is over the world can turn toward life rather than death, upbuilding rather than destruction, hope rather than despair. But we must work together or a few may undo the will of many.

The conference was divided into four sections, dealing with nutrition, the production of food by farmers, the distribution of food to consumers, and the setting up of a continuing world organization. All the sections but the last were divided into committees, and some of the committees into subcommittees.

There were differences of view, of course, but they were mainly in degree. Some countries will have a much harder and longer task than others to supply adequate food for all their people.

An expanding world economy

In these discussions it became clear that in every country:

Some people are well nourished; a great many more—in some areas, almost all—are not.

Poverty is the chief cause of hunger and malnutrition, but lack of knowledge plays a big part.

The level of well-being of the whole population can be raised above anything previously known in history if people can get the food they need.

There is need for special measures to see that children, mothers, and the very poor are better nourished.

Marketing, transportation, and modern storage and processing facilities need to be improved and extended—vastly in some areas, where conditions are woefully primitive and inadequate.

Many farmers—in some areas, practically all farmers—need more land, more capital, more equipment, and more knowledge if they are to use modern production methods and get from the soil the kinds and quantities of products, it should be producing.

Much larger quantities of vegetables, fruits, dairy products, eggs, and meat must be produced if people are to be adequately nourished by modern standards.

Conservation farming should be greatly extended, especially in places where people have to mine the soil for enough fuel-supplying foods.

Farming, the world's most basic industry, should have access to credit in amounts and on terms suited to its needs; it should be protected from the effects of extreme inflation and deflation and have security of tenure, ample technical assistance, and reasonable returns.

Research and education must be actively encouraged and extended if production is to keep pace with changing needs and conditions and farmers are to make greater use of modern technology.

These were some of the main points brought out in the day-to-day discussions of the conference. There were others. For example, the delegates agreed that—

World-wide industrial expansion is necessary to back up expanded farm production with adequate purchasing power, and also to provide opportunities for people now crowded too closely on the land to make a decent livelihood.

There must be stable international monetary and economic arrangements.

Arrangements must be made that will permit an orderly and friendly international trade between nations.

It is true that no government was committed to any action by the Hot Springs conference, and that it dealt with principles rather than with specific methods. Men often agree on principles but disagree violently on how to put them into practice.

But who would expect any conference, in 3 weeks in the middle of a world war, to work out detailed methods for solving so wide a range of problems? That is the work of months and years.

The conference was exploratory, and it did a good job of exploring. It said in effect: "We are convinced that all men can have the food they need for life and health if nations will assume this responsibility to their own people and to each other. Such an achievement would be the basis for an era of greater well-being than the world has yet seen. Here are the main principles that must be applied if such a world is to be built; here are the chief problems that must be solved. Now, in God's name, let us get together and build it."

If you have three apples

Dividing the war food supply is no kindergarten problem, as this story about how the Food Advisory Committee works shows.

It is half-past 10 in the morning, June 1. A hot day for wrestling with such problems as face the couple of dozen men now gathering in the office of the Secretary of Agriculture. For this is the Food Advisory Committee and it must recommend who is to get what share of our food supply in the year to come. Just a month to finish the job, too; for years begin in July in Washington.

Today, recommendations for sharing our dried beans and peas, our dairy products are up for approval.

Half of the men present are members of the Committee. They represent the Army and the Navy, the Food Distribution Administration, arm of the War Food Administration which buys for Lend-Lease, the State Department's Office of Foreign Relief and Rehabilitation, and

Interior, the Department that knows the needs of our Territories. Production agencies of the WFA also are represented.

The members take seats around a big table and the dozen other men, experts in the commodities up for discussion, push their chairs back against the wall, make themselves comfortable.

The Secretary of Agriculture calls the meeting to order. And there is a general spreading of papers on the table—long, blue allocation sheets covered with figures, for other meetings and hours and days of planning have preceded this session.

They take up beans, dried ones.

The situation looks better than it did two quarters ago, by a good 200 million pounds. Some beans are arriving from Mexico and it is hoped that we can get some 300 million pounds from that country

and Chile. With present crop prospects, it will all add up to a supply of more than 2 billion pounds. A lot of beans.

Yes, but—

A broad-shouldered man, with rugged features and iron-grey hair, leans forward, his elbows braced on the arms of his chair. His voice is low, quiet, but forceful.

"Supplies for civilians will permit consumption at the 1935-39 level, but I wonder if we shouldn't aim at a greater supply next year," he says. "Recent findings indicate that dried beans have even greater nutritive values than we've thought."

This man is Dr. Russell Wilder, your representative and mine on this Advisory Committee. As Chief of the Civilian Requirements Branch of the War Food Administration, this well-known physician and his staff determine how much of



Strawberries for preserves, millions of pounds of them, get a final checking at a Tennessee plant before shipment to England.

a particular food we civilians need for fighting strength—and he speaks up for us in meeting.

Someone asks how dried beans compare in food value with soyas.

"Their protein content isn't as satisfactory," says Dr. Wilder. "But more Americans know and like dried beans, so I believe they are better from the standpoint of getting increased consumption of better class vegetable protein. Recent research appears to show that what is lacking in the protein of beans is contained in the bread or other cereals nearly everyone eats."

A suggestion is made that methods of reducing cooking time of dried beans be developed and the Committee goes on to examine the figures the Inter-Agency Allocation Committee has worked out.

It was decided to meet the noncivilian requirements for dried beans in full. That means a 50-50 sharing. We civilians will take 50 pounds of beans out of every 100-pound sack. Our fighting men will get 16 pounds; our allies, with Russia taking most of them, 15 pounds. The Office of Foreign Relief and Rehabilitation will get 9½ pounds, leaving another 9½ pounds for others, our territories and a reserve.

That is the way the allocations of dried beans stand now. That doesn't mean that is the way they will stay. Actual supply may turn out to be different from present estimates. Unforeseen demands may come up—an unexpected shortage of some other protein source for civilians, say, that could best be met with beans.

Allocations are due for reexamination every quarter and often shifts are made.

Take back at the beginning of the spring quarter. With civilian meat supplies running below demand, our spokesman wasn't satisfied with the looks of our cheese supply. The matter was taken up with the British. They were asked to reduce their request by more than half to increase our civilian supplies.

This illustrates how allocations are made and also hints at another important phase of the story—the shift in priorities on the produce of our land.

Last year, our military forces had first call on our food supply, our allies were given what they wanted, and we took what was left. And that was more than all right, since what we had left was more food than we ever had had to eat before.

Then Americans landed in Africa. And wherever American troops moved, they were pledged to bring the kind of help the people of the land most needed. If their need was food, then food it would be.

A new demand on our food supply. And right at a time when demands everywhere were increasing. Our armed forces were expanding and that meant a half pound added to every pound of food each man ate as a civilian. Russia needed all the help she could get and England was still far from self-sufficient. The Red Cross was getting food through better to prisoners of war, our territories needed food, friendly nations were stretching their hands, and here at home, we were putting a good share of our new billions into good things to eat.

There had to be stiffer control of our foodstuffs, that was certain.

We had to find ways of deciding which needs were most essential. American fighting men naturally stayed right at the top of the priority list. Then the rest of us, our allies and others.

It is the difficult job of the allocations agencies to do the careful weighing between wants and needs, to get food and divide it.

Let's consider a gallon of milk.

The War Food Administration knows that it would be impossible to get as much milk as we should like to have, but it is doing everything it can to encourage production. Farm boys have been deferred, price supports set.

The farmer has to decide how many cows he can take care of, then how much land to put in corn, how much to clover. He's not going to get a very good yield of either if he doesn't use fertilizer. . . .

And here's where the Food Advisory Committee's work begins. With the Combined Food Board, on which our allies sit, it has located and allocated all the fertilizer among the United Nations.

Sixty thousand tons of Chilean nitrate of soda have been released from munitions reserves, but on the other hand. . . .

Yes, the competition between food and other weapons begins right there, for the same chemicals that kill men, make plants grow.

We'll leave the farmer with his problems. He has to use high protein feeds to get a good flow of milk and where's he going to get as much as he needs? Man and beast—we're all looking for protein eating. And he just hopes he can get enough seed to plant, enough gas for his



Our troops can't move without food. Where they go, it goes.



Rations that can withstand cold, travel with our ski troops.

tractors, tires for his trucks, enough help. Oh, yes, and milk cans. And now that they've built that drying plant within hauling distance maybe he should take it the skim from the cream he markets for butter. But that would mean selling off his hogs and everyone is hollering for meat. . . .

Anyway, here's that gallon of milk—now Uncle Sam's headache, along with 14½ billion other gallons.

Everybody is clamoring for milk and dairy products. Seems as if they would like to drink that gallon of milk and have it in cheese, cans, butter, creams, and dried forms, too. But it has to be divided. And this is approximately the way it will be: One quart and three half pints will be left in the form of milk and cream. The cream from another 1½ quarts will go into butter, with pigs likely getting a good share of the skim milk. That leaves three half pints. One will go into cheese, one into cans, and the other will be dried.

The Food Advisory Committee had its say all along the way here. It recommended that butterfat in cream and ice cream be cut down to get more whole milk for cheese and drying. It decided how much of the milk should be evaporated. And along with these and many other big things, it had to decide whether or not the ice cream order should apply to Eskimo Pies—this being American.

The rivalry for war materials that complicates our food problem is well illustrated in the Committee's decision on how much milk should be evaporated.

Seventy-five million cases was the figure

set and that would not be too many—far from it. But at a later meeting it was decided to hold the pack to 70 million cases. It would take 18,000 tons of steel, and an important amount of tin, to put up that other 5 million cases and the Committee had many uses for steel—milk can replacements to get milk to market, nails for orange crates, cans for fruits and vegetables. Well, you should have sat in on the meeting where they weighed each food against the other to decide how much tin it should get. Celery soup and clam chowder? Out for the duration—and beef broths, vegetable soups must be more concentrated. Whole fruits waste space; they must be halved. Glass only for pigs' feet or are they even worth the rubber? Sauerkraut in tin only for the army; bulk kraut in wooden kegs for the rest of us. And down in Texas they sell chili con carne dry and packed in casings, why might not that method be adopted for the whole country?

Steel saved in these ways could go into wire for vegetable baskets, into equipment for dehydration and freezing.

That is why, as we were saying, the evaporated milk pack was set at 70 million cases. And now, some months later, the Food Advisory Committee must decide how that supply is to be divided.

Dr. Wilder puts on his glasses and picks up a paper.

"The babies," he says, "are the priority users of evaporated milk in this country. They must have it and, according to our calculations, based on the rising birthrate, they will need a billion pounds of it in the next 12 months."

A billion pounds—that's 23 million cases. And the Army and Navy have a bid in for 24 million cases. More than half the supply right there! It would take sharp figuring to make the division, and this is how it was done: Out of every case (48 cans), we civilians will get 21, with rationing to make sure that the babies get 18 of them; our fighting men will get nearly 17 cans; our allies 5; and OFR and our territories will divide the other 5 plus.

So we come to butter—with prospects a little brighter than in the year past. We'll have, if all goes well, more than 2 billion pounds to divide and we'll divide it this way: Out of every 5 pounds, civilians will get just an ounce less than 4 pounds, our fighting men will get three-fourths of the pound that's left, Russia will get the quarter pound, and others will divide the ounce.

And now to tell a bit about meat. It looks as if we are going to have 23½ billion pounds of that to divide and, out of every 5 pounds, we will get 3. More than a third of the meat will be beef. We'll get 3¾ pounds of that and Lend-Lease will get none of it. Our allies, however, will take one pound out of every 5 of pork, which will make up half of our meat supply. Civilians will get not quite 3 pounds, but we'll get 4 out of every 5 pounds of veal and 3½ pounds out of every 5 of lamb and mutton.

That will give 2 pounds of meat a week per capita for all civilian uses in addition to the variety meats, poultry, and fish. And we can have good health on less meat than that, no matter how hard we work, Dr. Wilder says, if we supplement it with such other protein foods as dried beans and peas with bread, eggs, cheese, soya flour, and peanuts.

Meat production will be kept at the highest possible level under conditions of shortened feed supplies. That means that we likely reached the peak in meat production in 1942 and that from now on out we will eat direct the cereals, vegetable proteins, and milk solids that would go into increased livestock production, for it takes about three to five times as many calories to produce a pound of pork as we get out of it.

Such shifts on the food front are particularly to be expected if our present success at arms continues. Just how much we will have to eat in the months to come depends upon the war and the weather. But how we will fare on it depends in a great part on you.



Jungle heat won't spoil these rations native porters carry to frontline foxholes.



The Third Freedom goes to school

It began more than a year ago in the Grand Avenue district, northwest, of Phoenix, Ariz. The boys in the manual training classes made tables, chairs, and trays for the lunchroom and kitchen in the shack at the rear of the schoolhouse. They made them in all sizes, to fit all sizes of children.

The plan steamed ahead through a hot summer, with the school principal acting as "super" to a gang of volunteers. They tore down the shack and built a 56 x 20 feet dining hall instead. Its ceilings and walls were covered with finished plywood; its kitchen completely equipped.

Last year, it opened for "business"—health business. From 70 to 90 pupils out of a total enrollment of 129, ate a nutritious lunch each school day. Fifteen to 21 of

them ate without charge; the others paid 10 cents a meal for a plate lunch, with second and even third helpings of the main dish.

After 4 months, the daily average attendance rose. So did the marks on the report cards the children brought home to their parents. Weight records showed gains of from 1 to 7 pounds.

In the best sense, that project belonged to those children. They helped prepare and serve meals. Four groups of girls from the fifth to the eighth grade assisted the cooks, while boy monitors enforced the cleanliness rule. They saw that every child washed his hands, dried them, and threw the paper towel in the waste basket.

This fall, the lunchroom will open again for "business as usual." Because health

is one business that must go on "as usual" during wartime.

Wartime is no time to cut down on school lunches. It's a time to build them up. Now, in particular, they are needed, first of all to keep kids healthy; second, to help get this war over quicker.

People work long hours in factories, turning out the materials of war. Meals at home may be hit-or-miss affairs. Women who exchange rolling pins for monkey wrenches haven't time to cook.

That means they are up against this proposition: either they take time off to shop and fix some good food for their families—or they don't.

If they do, it shows up in the production line. Absenteeism is the word for it. But what's a woman to do, when her youngsters are hungry?

If they keep on the job, the kids are likely to eat the wrong foods, get stomach-aches, and cause Mom to stay home eventually, anyhow.

So either way, they're stumped.

The best answer is the school lunch.

Freedom from want begins at noon with nutritious school lunches for all children. What is your community doing about it?

That way boys and girls are sure of one good, nutritious meal a day. Supper can be a light meal, easily prepared. Parents can go to work knowing that their children will be properly fed.

Just giving Junior a quarter for lunch won't insure his getting a good meal. It won't teach him to eat spinach. He might spend it all on ice cream sodas and chocolate cake. But if he eats a school lunch, his folks can be sure he's getting what he needs to grow strong on—and good food habits, too.

There's another reason for school lunch programs. This country faces a tight food supply. Every bit of food must be used, and made to count. Sometimes transportation lines break down, and crops can't be moved. Often, it goes to waste. But in many cases, it can be funneled into school lunches, served fresh, or put up in jars or stored. That way children eat better, and farmers don't suffer the loss of months of work growing the crop.

Many communities plant Victory Gardens for their schools. Everyone helps with plowing, planting, weeding, tending, canning, and preserving. Then the school pantry is stocked full, and all the kids in the neighborhood eat nourishing lunches every school day of the year.

No Nationwide Plan

There is no unified, uniform school lunch or school milk program in our country. It varies from State to State, from neighborhood to neighborhood, depending on local interest and enthusiasm.

In many States, it is against the law to use educational funds for feeding children. It's all right to use them to teach "readin', 'ritin', and 'rithmetic," but not to teach—and provide—proper eating.

Many States have felt that these laws must be changed. For many years educators have been convinced that it doesn't do much good to try to teach a child on an empty stomach. Hungry kids can't concentrate.

Feeding children, say these educators is not a matter of getting rid of food or labor surpluses. It's a matter of getting food of high nutritive value into the youngsters.

Already many States have taken legislative action to make sure their young citizens will be properly fed. This year, Georgia amended its welfare act, allowing the counties to levy a tax to raise funds for school lunches. Louisiana is continuing its yearly appropriation of \$250,000, dividing it among the various schools on

the basis of enrollment.

In Montana, this year, school boards were given the power, and charged with the duty, "to provide foods, cooks, janitor services, and equipment for school lunches. New York changed its education law, leaving out the provision that cafeteria or restaurant service in schools must be self-supporting. It added a provision and funds for a school milk program.

South Carolina allowed \$76,000 for school lunch supervision. This will provide 46 full-time workers in the 46 counties of the State, plus 10 additional workers to be assigned to larger counties. In addition, \$100,000 is to be allocated to the counties on the basis of enrollment population (about 21 cents a pupil). This money is to be spent "for the promotion and development of the school lunch program in such ways as each county board shall deem advisable."

Utah this year passed a bill levying a retail sales tax on liquor—4 percent of the purchase price—the proceeds to be used for the school lunch program. They figure the fund will come to \$200,000, or about \$5 a child. The fund may be used for cooks, supplies, and equipment. The State Department of Education will receive \$20,000 annually for supervision.

Wisconsin passed a bill empowering school district boards to furnish lunches to school children, and pay for the lunches out of district funds. West Virginia has appropriated \$106,500 a year for the next 2 years, to be used for administration, supervision, and direct aid to counties.

Massachusetts schools may now provide free lunches for certain undernourished pupils. School laws in Nevada were revised to allow boards to make provisions in their budgets for school lunch programs. North Dakota took similar action.

The State Department of Education in Illinois is asking the legislature to appropriate \$3,000,000 for community school lunch programs. In Ohio, a bill has been proposed which will permit boards of education to use school funds to subsidize school lunches.

All this is current legislation. For some years now, California, New Jersey, Missouri, and Ohio have had laws of one kind or another permitting school boards to provide lunches for children, some of them allowing free lunches for undernourished pupils. In Michigan a State law provides that school boards may promote school lunches, but at no expense to the district. An effort to amend this law was made this

year, without success.

Such legislative action is a healthy sign; it indicates that States are accepting responsibility for school lunch programs; it means that the programs are becoming an integral part of our school systems.

So progress is being made, but measured against the need, the picture looks none too bright. Last year, 25 States took no legislative action on school lunch programs. In 26 States, no State funds are available. Some State education budgets include funds for school lunches, but only if Federal aid continues. Other budgets have funds to pay for supervisors, but none for foods or equipment.

Federal Help

Congress recently approved further Federal aid for school lunch programs.

The program is being planned to operate in a new and simplified way. Instead of buying food directly and distributing it to the State welfare agencies, which in turn made it available to the schools, the Food Distribution Administration will ask schools to make all food purchases themselves, through the regular channels of trade. They may buy any foods from a broad list announced by the War Food Administration.

Any nonprofit, public, private, or religious school or child welfare center is eligible for the program, so long as Federal assistance results in direct benefits to low-income, undernourished.

Schools will receive a specified amount per child per meal, depending on the type of lunches, provided all children attending the school or child welfare center are served. Children unable to pay must be served without charge, and there must be no distinction between paying and nonpaying children. Arrangements will be made for rapid payment to the sponsor by the Government, on receipt of a simplified report and voucher.

Federal aid of this kind will help tremendously with the job of seeing that kids eat nourishing meals at school. But obviously that Federal aid will require strong backing in the local community.

The more self-sufficient a local school lunch program is, the better chance it has of doing its job in wartime—and the healthier all children in our Nation will be.

All the aid, both volunteer and paid, that can be found must be rounded up—State and local boards of education, school principals and supervisors, parent-teacher associations, nutrition committees, men's

and women's clubs, nutritionists, Red Cross Canteen workers, Civilian Defense Volunteers, American Women's Voluntary Services, and any plain down-to-earth citizen who wants to help. School children themselves can be of first assistance.

From all sections of the country come reports of what people are doing, can do.

In Yell County, Ark., members of the Chickalah Home Demonstration Club equipped a kitchen and serving room for a hot lunch project. The 20 club members took turn about cooking and furnishing all foodstuffs not supplied by the United States Department of Agriculture last year. Space in the basement of a Methodist Church was donated for the project, and it was conveniently equipped to provide hot lunches for an average attendance of 63 children.

In Marquette, Mich., the school lunch committee sponsors an extensive gardening and canning program. Last year they planted 92 acres in beets, beans, tomatoes, chard, rutabagas, squash, parsnips, potatoes, carrots, and cabbage. They put up 15,960 cans of kraut, 46,056 cans of carrots, 40,488 cans of beets, 60,678 cans of beans, 21,624 cans of tomatoes, 40,872 cans of chard. All this food helped feed 11,980 children a day during last school year.

This year, canning and processing food for school lunches are more important than ever before. Schools are considered institutional users under rationing, and are placed on a points budget.

Home or community canned foods donated to school lunchrooms, must be "paid for" by the surrender of 8 blue points per quart when inventory is taken in the fall. But this is a far lower point

value than would be paid for most commercially processed foods. The school lunchroom with a well-stocked pantry of community canned foods, is less likely to be hit by food shortages, food transportation problems, or labor shortages in food industries. Also, large savings in funds are possible.

Though points allowed for school lunches are not as ample as many would like them to be, they are sufficient for nutritious, balanced meals provided fresh produce is used, too. Each child is allowed 12.6 blue points and 19.53 red points per month, for an average of 21 meals. That comes to 0.6 blue point and 0.93 red point per meal.

In regions where there is access to fresh produce, or where home canning has been done, these points are enough. But in areas that have a short growing season, and very little fresh produce, as in the Dakotas, the going may be lean.

That's why it is imperative for sponsors of school lunch programs to store, dry, or process as much food locally at possible.

In planning school lunch menus, pointstretchers should be kept in mind. Fortified margarine helps, and the less expensive cuts of meat—in both points and pennies—make excellent stews. Nonrationed or low-point foods such as dry peas, beans, and soybeans are high in nutritive value. Cereals make good dishes for children's lunches, as fillers for chowders and soups, or with sweetening for dessert. Simple dishes that can be easily prepared, on whatever cooking equipment is available, must be used for school lunch menus, if the program sponsors are to carry on successfully through wartime.

There are 28 million children in the United States, attending 240,000 schools. Last year, about 7 million had milk or lunch in school at noon. That leaves 21 million still to be fed.

The responsibility for the children in each community rests squarely on the people living and working there. Now, before school opens, is the time to take stock of the local situation, and see what can be done to keep school lunches going, or to improve them.

Next month, or next year, or after the war is over, may be too late.

Here are some booklets to help you start and carry on your program:

HUNGER QUILTS SCHOOL. AWI-25. Pp. 12. Illustrated. Address: Office of Information, U. S. Department of Agriculture, Washington, D. C. Free. Tells how to start a program in your community.

SCHOOL LUNCHES AND EDUCATION. Helps from Federal Agencies. Vocational Division Leaflet No. 7. Address: Superintendent of Documents, Washington 25, D. C. 5 cents.

SCHOOLS AND WAR GARDENS. Some Guides and Resources. 1943, pp. 11. Address: U. S. Office of Education, Washington 25, D. C. Free.

THE ADMINISTRATION OF SCHOOL LUNCH PROGRAMS. Circular No. 211. June 1942, pp. 48. Address: U. S. Office of Education, Washington 25, D. C. Free. Practical suggestions and guidance for administrators.

HANDBOOK FOR WORKERS IN SCHOOL LUNCH PROGRAMS. With Special Reference to Volunteer Service. NFC-3, 1943. Address: Marketing Reports Division, War Food Administration, Washington 25, D. C. Free.



Hot soup, a sandwich, and fruit form a typical school lunch menu.



Mobile canteens serve meals in San Francisco playgrounds.

American youth pitches in

But all ages can help in this save-the-food battle. This shows how you can find your place.

Summer 1943, will be remembered by some of our teen-age citizens as the time the whole high school football team spent most of the summer digging potatoes, and the basketball team went away to help with the haying. Younger citizens will tell with reminiscent glee how lots of times the dentist couldn't see them because he was out helping some farmer get in his crops. A farmer in Iowa will recall how the preacher helped him regularly with the plowing that year, but had to knock off early on prayer meeting night. And members of a Colorado War Board will not soon forget how the part that women are playing was brought home to them. For on an application for rubber tires for his tractor, one farmer gave as his reason for needing them: "The lugs shake up my wife unmercifully."

Summer 1943, is showing us Americans up, and all in all, we can be proud of ourselves. Young and old are living up to what the feature writers have been saying about pioneer spirit and native American ingenuity.

School children in Louisiana volunteer to go to school on Saturdays so they can get out in time to help with the mammoth crop of early potatoes and string beans. Churches, Y. W. C. A.'s, and Boy Scouts sponsor farm labor schools instead of summer camps. Farmers think of new ways to pool equipment. The mayor of a town in Missouri runs ads for part-time farm help, with headlines like: "There's a pair of overalls that's just your size," and "You like to eat, don't you?"

Out in the irrigated fruit country uncountable hours of farm labor are saved because someone thinks of making a movable concrete ditch outlet to replace the traditional laborious earthworks dams at ditch mouths.

And in a certain county in a State that shall be nameless, a woman graduate of a tractor school calmly cleans and starts a bogged-down tractor after its owner and two neighbors have failed completely to get it going.

Yes; this summer of 1943 is something quite new and different. Let's look over a few case histories. You may find an idea here for your community.

Certainly, farming is hard work, and much of it takes the definite know-how that industrial jobs do; but there are scores of things the rankest greenhorn can do after a little simple instruction. There's fruit to pick—miles and miles of fragrant orchards weighed down with good taste and good health. Fall vegetables to gather—acres and acres of vitamins and minerals to help us all through the winter, if we don't let them wither and rot. And then the corn to be husked! Like the encampment of a 10-million-man army the rows of shocks cover the rolling fields of our country. And in each shock are several score ears of corn which must have the shucks pulled off them.



Boys and girls like these are doing real jobs—replacing men gone to war.

Organization of a fairly complicated character preceded much of the mobilization for farm help. The entire emergency farm labor program is under the direction of the War Food Administration of which the Extension Service is a part. County and home demonstration agents of the Extension Service, working with the U. S. Employment Service have been indispensable nuclei around which the program has grown. Extreme care is taken in the selection and placement of the Crop Corps members, particularly with the youngsters of the Victory Farm Volunteers. Farmers who needed help applied to their county agents last April and May. The agent reported the total requests to the School Board, which turned them over to the vocational guidance and placement officer.

In Washington, D. C., the placement officer for the city schools is Mrs. Mildred Percy. In her hands was placed the job of recruiting 200 boys for work in nearby Montgomery County, Md. Mrs. Percy appointed one teacher in each school as "farm leader" and gave him a quota to fill. He told the boys there was real work to be done. It would be harder and they'd get less pay for it than for town jobs, he warned, but that it was a chance to be of real service.

Applications, plus the written consent of the parents, poured in and were okayed or vetoed by him, as a first step. Under, "What work have you done before?" appeared all the usual summer jobs of American boyhood—paper route, soda jerker, delivery boy, movie usher, butcher boy, and one Senate page. No problem boys were accepted. No smart alecks or weaklings. No one under 14. There were few applicants over 16. The seventeen-year-olds are in general pretty busy trying to get all the education they can before that momentous eighteenth birthday.

Next step was a mass physical examination. Besides the doctor and his assistant there were nine nurses and a dental hygienist on hand to see that every candidate got a thorough going over. Teeth caused

most of the turn-downs. Supervisors want no sudden toothaches in camp, miles from a dentist, to disrupt the bucolic scene.

Now, successful applicants had a chance to see what it was like to work on a farm. The County Agent arranged to have the boys take three Saturdays training on farms before they actually went to farm labor camps, officially signed up. At school the nurse gave them a few tips which came under the head of self-preservation—how to identify poison ivy, where to look for ticks and what to do if you get one on you, and how to powder sulphur around your ankles to keep off chiggers.

With this minimum equipment, the agrarian commandos set out on their mission. School busses met them at the end of the carline and the farmer and the County Agent started them on their jobs. They thinned corn and pitched hay. They piled rocks and raked manure. They watered and fed the horses. Three Saturdays of varied tasks of this sort washed out anyone who found he was allergic to farm work. At the close of school, the supervisors were assigned to labor camps near the farms where they are now working.

Camp costs them \$3 a week. The farmers pay 25 cents an hour. Montgomery County contributes a subsidy of \$10,000 for camp expenses.

Meantime, the girls were giving the recruiting office no peace with their demands to be allowed to work on farms, too. An announcement that 50 girls were needed to pick string beans, brought 150 applications. They get 50 cents a bushel for picking the beans and pay \$7 a week for room and board at a camp where there is a recreation program for off-hours. If anyone wants to drop out, there are two applicants ready to take her place.

Nature, however, is notoriously unorganized and oblivious to the conveniences of human beings. So, long before the first Victory Farm Volunteer application was filed, millions of strawberries in Southern States were turning scarlet in the spring sunshine. Acre after acre of one of America's favorite fruits was about to go to waste. The migratory workers of past years are migratory no longer. They are not waiting around for fruits and vegetables to ripen. They have full-time jobs in war plants or in the service, and it is up to the community to save the crop.

In Portland, Tenn., 5,000 pickers were mobilized in a few days, through news-



Scouts from Houston, Tex., weigh their "take" after work in a truck garden. Thousands of youngsters—and oldsters, too—are spending vacations helping with harvest.

paper and radio appeals, to save over a million gallons of berries. Quick-freezing plants were soon working to capacity. Trucks from the fields waited all night to be unloaded. In a few weeks it was over. The emergency army could feel its sore muscles and smile complacently, because they'll be veterans for the coming battles of string beans and tomatoes.

Asparagus is another crop that won't wait for school to close. At Bridgeville, Del., there are 100 acres of this spring favorite. It must be cut every day as the tender shoots develop. Fifty Boy Scouts from Wilmington took over. They set up camp with their leaders near the site and worked 5 hours a day. The grower was so pleased that he paid them adult wages, 40 cents an hour, and asked for more Scouts when the first troop went back to school.

In Louisiana, a freckled-faced army of overalled urchins wrote agricultural history in some parishes (counties) when they harvested the spring crops of potatoes, beans, and tomatoes, in a veritable blitz attack.

In the famous Teche country of Louisiana, a long dry spell caused the beans to mature much earlier than usual and the farmers of Lafourche, Terrebonne, and St. Martin Parishes faced the prospect of seeing them rot in the field for lack of pickers. "Tonnerre de Dieu" What to do?

asked the distressed Frenchmen in the Cajun country.

But this quandary did not last long. Farm boys and town boys came to the rescue! In Terrebonne Parish alone they harvested 3,000 acres of beans, and 3,000 acres of beans is a lot of beans to pick!

"Like it?" repeated one weather-beaten Terrebonne farmer, when asked what he thought of using 90-pound pickers, "I guess we did like it. They saved our crop. Of course they skylarked some, but they were good boys, with all the spirit of their big brothers who're fighting the Japs and the Germans."

The teen-age boys were ready to go to the fields because Terrebonne's superintendent of schools realized several months before that they would be needed to help pick the beans. He made his plans accordingly. School work was stepped up and classes met on Saturdays so that school could close 2 weeks earlier than usual.

Earning money was a powerful motive behind this teen-age employment, yet patriotism too, had the youngsters keyed to high pitch. They knew that these crops were vital food-stuff for our armed forces. So after working at top speed in harvesting, many of them went into the commercial canning factory in De Soto Parish and into the tomato sheds. Not one complaint was heard about them, either, and there was plenty of room for



Louisiana Land Army girls to the rescue! All these luscious tomatoes might have spoiled on the vines if they had not gathered, graded, and crated them for market.

mistakes—what with canning 24,000 cans of beans daily.

But, don't think we are relying on teenage youngsters entirely to put food in the pantries of the world. They are doing an amazing job, but adults are working hard, too. Let's take one or two examples: The American Women's Voluntary Services through its Agriculture Division did notable work in 1942. In California, they established harvester camps for 800 women, who picked cherries, berries, apricots, pears, peaches, apples, prunes, tomatoes, grapes, lemons, and garlic.

This summer, their work continues along the same pattern, closely integrated now with the Women's Land Army. Classes are conducted regularly to teach those aspects of orchard work that can be learned from a blackboard. A new camp has been established for the purpose of pruning, thinning, and eventually harvesting such crops as plums and grapes. Fifteen-year-old boxcars have been fitted up as barracks in which the women live, six to a car, on one 8,000-acre project. All tree and field work is done under the supervision of experienced crew foremen and forewomen. The laundry and shower facilities have been provided and there are even beauty parlors and recreation rooms. Many workers who started experimentally last September are still there. They are paid the current wage scale.

But more than that, they recognize that the work they are doing is a serious contribution to the war effort. And now they may wear the uniform and insignia of the Woman's Land Army.

In Washington, D. C., last year, the AWVS assisted in recruiting labor to save the apples of Maryland and Virginia. Workers from the Government offices used their Saturday afternoons and Sundays to help harvest 4,000 bushels of apples. Following this, a winter course was organized to train land workers.

Already this year, over 500 women in Washington have been recruited to work Sundays and on their vacations to do all types of farm work. Woman's Land Army schools at Blacksburg, Va., Farmingdale, Long Island, and the University of Connecticut gave courses in farming which lasted from 3 to 6 weeks. Labor camps for girls and women similar to those established by voluntary organizations last year are running in many States.

Farmers are patient

And what about the farmer in all this upheaval and change? With women and children overrunning his fields and orchards, with machines wearing out and sons gone to war, how is he making out? Well, the truth is, he's making out fine. He's bettering his record for patience and resourcefulness on every count. He takes

the volunteer labor in his stride, and he figures out ways to get volunteer machinery, so to speak.

In Clinton County, Ohio, the County Agent helped the farmers to make a "machine map" of the entire county. Every tractor, truck, harrow, plow, and combine was spotted for all to see. Negotiations through the Agent's office arranged for scheduling the machines where they were most needed.

In Preble County, the Agent and a group of local implement dealers decided there was a considerable amount of farm machinery which would be unused by its owners in 1942 while other farmers in the county needed the equipment. A county consignment sale was organized in March and farmers were asked to send in any farm tools which they would not need this year. Sale day brought 142 pieces of equipment consigned by 59 farmers. The collection included almost everything from a thresher to wheelbarrows.

Auctioneers disposed of all usable tools at a total sale price of \$1,547.50. Junk dealers bid in a few pieces which were beyond repair. The farmers who sold the tools immediately bought \$1,152 worth of war stamps and bonds.

Summit County, Ohio, is setting up a series of farm machinery trading posts, where tools can be left with implement dealers to be swapped for some needed piece of equipment.

Sour note

And just so you'll not get the idea that we think emergency farm labor tapped a well of Utopian perfection, here are a few things on the other side of the picture: A farmer in Colorado said of the merchants who closed their stores to help gather the crop, "Sure, they come out to help a little, just for the advertising."

An enthusiastic group of 200 from one of our largest cities went out en masse to have a working vacation on a nearby truck farm. One hundred and forty-seven left before the first week was over. Their verdict: Too much work, not enough vacation.

An enthusiastic Land Army girl left her farm job after 3 days, because she was treated like a servant by the "gentleman farmer" and his family.

But those instances are notable for their rarity. Literally thousands of new workers—men, women, and children—are working at tasks they never dreamed of tackling before. They are showing themselves and our allies—and our enemies—that Americans can dish it out at home as well as at the front.



Exit vitamin C through cut and peeled surfaces when you make raw salads too far ahead.



You can help save perishables by keeping "hands off," shopping before the week-end.



Another stop-over, much waste through trimming as food travels from field to table.

Food is strength. Lost food is the stuff of defeat.

Fruits and vegetables are protective foods. We need more of them. They give us not only energy, but vitamins and minerals that help keep us in good fighting trim.

But every August, Americans hit the peak of wasting this good food. We throw out on an average two-thirds of a pound of eatables daily the year round. In August, nearly 75 out of every 100 pounds of edible home garbage are fruits or vegetables, all or parts.

Why this pointless ending for food not easy to produce? Take a peek into your own garbage pail for a clue.

Probably the biggest reason is the seeming plenty of current supplies. Like a spendthrift who can't hear the wolf at the door over the music of pocket jangle, we tend to be prodigal of foods in abundance. When gardens are at their peak and markets getting a variety of fresh supplies daily it is easy to forget how short-lived is the growing season.

Another thing, it is for good reason that the trade knows many fruits and vegetables as "perishables." Unless they are eaten or "put up" at once there is plenty that perishes.

Whether food goes to waste unharvested in the field, uneaten on the plate, or somewhere in between, it is a loss we can ill afford. The point is to stop it now. Here are some points of attack.

Do you know what's on the market when you make out your shopping list? Grocery ads, food columns on women's pages, and the radio are all reporting the food picture from day to day—helping to prevent the waste that comes when buying lags behind supply changes.

It's a good idea to shop more than once a week for perishables if you can—and ahead of the week-end rush. This week-end shopping habit of ours means that grocers must stock up on enormous amounts at one time, overtax their storage facilities. Fruits and vegetables spoil, get bruised, are mishandled by untrained help hired to take care of the rush.

your waste measure

Fruits and vegetables aren't as plentiful this year as last. One way to up production is to cut down waste all along the line.

Do you shop by the touch system? Must you pinch every peach, fondle every tomato, snap a sample bean? You are ruining good food—you and other shoppers who do the same. In every fruit and vegetable there are "seeable" marks of good and poor, obvious from a reasonable distance. You know some of them. Here's what to look for in two fruits and two vegetables for a starter.

Peaches.—Judge ripeness by the background color that underlies the rosy blush. On a good peach this complexion color is whitish or yellowish. If it is greenish, the peach probably was picked too green and will get old and shriveled without ever ripening properly with good flavor. You can tell decayed peaches by brownish soft-looking spots. And you can learn to detect bruises by soft-looking places on the skin. Naturally, you'll have to expect some bruises. A tiny hole with gum oozing out is the sign of a worm at work.

Bartlett pears.—Look for those that are clean and free from blemish. You can soon learn to tell mild scald discolorations and limb rubs that are only skin deep. Most pears are picked when underripe, and ripened later in storage rooms. If you get one that is a little underripe it will ripen after a day or so at room temperature. Avoid wilted or shriveled pears.

Snap beans.—Look for fresh, bright, green, clean beans with no spots. Get all about the same size if you can, so they'll cook evenly. A snap bean that is firm, fresh, and tender looks that way.

Tomatoes.—Good tomatoes are well-formed, plump, smooth, and of good color. They are firm, too, but you don't have to touch to tell. Learn to recognize that look of "filling out its skin well." Avoid tomatoes that look soft in spots or are wormy. Those with growth cracks may be a good buy if used right away.

How much you can buy without waste depends on what storage arrangements you have and how regular the family's mealtime habits are. A good rule: When in doubt, don't buy it. Dead-ripe fruits or tomatoes must be used at once.

But every day be on the lookout for surpluses too small to be handled through the regular marketing channels. Watch those Victory gardens. Are the tomatoes coming on so fast you can't eat them all yourself? Put them up, sell them, swap them, give them away. But see that they are saved. If you have no garden, you can buy a neighbor's surplus.

There's no end to the good you can do along this line if you put your mind to it. As an example, there's one farmer in Kansas who grows good melons year after year. He trades them for fruits and vegetables grown by the neighbors. He has fresh fruits and vegetables all summer and canned ones for winter this way.

Still another type of waste often overlooked is the fruit that grows on wild bushes or trees on out-of-the-way parts of the farm or on vacant lots. There's the example of one Oklahoma woman who picked wild fruit and berries on shares—put up 210 quarts of fruit and preserves.

Safe storage

How many times have you cleaned out the refrigerator or the pantry to find a few shriveled carrots—moldy tomatoes—bits of lettuce—left-over vegetables?

Your refrigerator can keep food—but not indefinitely. Every time you store a left-over, it's a good idea to plan for its use—to check up on what you have in the refrigerator before you go shopping.

There's a best way to store every fruit and vegetable. Here's a quick check.

Greens.—Wash and drain. Store in a covered vegetable dish in a cold place. This goes for radishes and celery, too. Store cooking greens piled loosely—either in a vegetable pan or a waterproof bag.

Corn, peas, limas, snap beans.—Keep tightly covered in the refrigerator or very cold. Let corn stay in the husk, limas and peas in the pod until stored in a cold place.

Cabbage family.—Store uncut, cold, not too dry.

Root vegetables.—Beets, carrots, and such need a cool ventilated space. Cut tops to 2 inches to save space.

White potatoes, onions.—Dry, cool, dark. Buy in smaller amounts in hot weather.

Sweet potatoes and squash.—Dry and cool.

Fruits.—Put grapes in a shallow tray in a cold place. Wash them just before you serve. Spread peaches, pears, plums to keep from bruising. Keep ripe fruit cool, underripe fruits at room temperature.

And on to the table

Unless food is eaten it is useless. So prepare and serve it to make every bit count.

Onion tops may be cut up in a salad, used to flavor cooked vegetables or soups. Tops of beets and turnips are greens and as good food as the bottoms. Outer leaves of cabbage and lettuce aren't wrappings to be thrown away. They rate highest of the whole head in vitamin A and iron. Celery leaves may be dried for seasoning later on.

Either don't peel or keep peelings thin. If you peel every potato, you throw away one out of every seven.

Be realistic. Cook what your family eats, not what you wish they would eat. Aim a little under rather than a little over and get rid of the left-over problem.

Unmeasurable but certain are losses of food through improper cooking. Best way to cook vegetables is to use little water, keep a lid on the pan, and get it over with quickly. Cook them until they are tender, no longer. You may have to watch them more carefully to see that they don't boil dry and burn—but there will be less cooking water. Since this water has in it some of the vegetables' vitamins and minerals, it should be used.

Slice raw fruits and vegetables for salads shortly before serving time. Vitamin C is a here-this-minute—gone-the-next sort of food value when it is exposed to air.

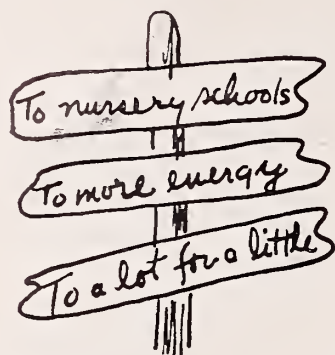
If you are in the habit of making green vegetables greener with a pinch of soda, forget it. You're destroying vitamin C and thiamine.

Squeeze the last little bit of juice out of oranges. And eat the pulp.

Serve all attractively, and well-seasoned.

In short, we are at war. Food is precious, every bit of it. Make it do its full war work.

GUIDE POSTS



Who takes care of the welder's daughter?

When school let out in June mothers were locking their children in the family Ford, then checking in at the Kaiser shipbuilding plant. Or sometimes the women stayed at home because they worried so about their youngsters. This absenteeism in many cases delayed production, especially when the absentees were highly skilled workers. But now that is all over. These experts in shipbuilding at the Richmond, Calif., plant can work without anxiety because their children are playing, dancing, swimming, reading under the direction of trained recreation people in a child care program for children from 6 to 16. A nursery school for preschool children runs hand in hand with it.

Boards of education usually sponsor such programs as these for children of working mothers, and, with the parents, pay half the operating costs, while the Lanham Act funds provide the remainder.



More horsepower

In Brooklyn they call it "soyloin" steak and maybe they have an idea. There is approximately as much protein ounce for ounce in soya flour as in sirloin steak. And for far less money. Right now in test cities across the continent one and two-pound packages of soya flour and soya grits are selling at 12 to 15 cents a pound. They come equipped with recipes for muffins, stuffings, pancakes, meatloaves, all with appetite appeal. By October, retail stores everywhere will be sliding soya flour and grits across the counters to the nutrition-minded homemakers of America.—Zing . . . it slides! One pound for 15 cents. No red stamps. Result: one half-pound of protein.

A lot for a little

If you are tired before the morning is out, try a dish of oatmeal and milk for breakfast. It is rich in minerals, in vital vitamin B₁, proteins, and calories. Many women are putting oatmeal to cracker crumb uses, browning it under the broiler to be sprinkled on salads and desserts in place of nuts, stirring it into meat loaves. If the test of a good cook is imagination, then varied uses of oatmeal is sure to be one of the proofs of good cooking.

GROCERIES



They say . . .

A child can do the marketing in England. Women don't have to stand in long

CONSUMERS' GUIDE

A publication of the War Food Administration, Washington, D. C. Issued monthly.

Editor, Ben James; associate editors, Alice Nichols, Anne Carter; contributing writers, Gean Clark, Virginia Fairfield, Gladys Solomon, Elma Van Horn; art work, Ted Jung.

In this issue

AUGUST 1943 VOLUME IX NUMBER 9

No feast, no famine	2
Exploration for a better world	3
If you have three apples	5
The Third Freedom goes to school	8
American youth pitches in	11
Watch your waste measure	14
Guide posts	16

Illustrations in this issue: Cover and p. 2., USDA, Information; p. 3, left to right, Acme News Pictures, Ralpho-Guillumette, Office of War Information; p. 5, USDA Information; pp. 6 and 7, U. S. Army Signal Corps; p. 8, USDA Information; p. 10, American Women's Voluntary Services, USDA Information; p. 11, USDA Information; p. 12, Food Field Reporter, Louisiana Office of Extension Service; p. 14, USDA Information; p. 16, cartoons by June Mose.

CONSUMER'S GUIDE is printed with the approval of the Bureau of the Budget as required by Rule 42 of the Joint Committee on Printing. Official free distribution, 140,000 copies per issue. Additional copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., 5 cents a copy, or by subscription, 50 cents a year, domestic; 70 cents a year, foreign. Postage stamps will not be accepted in payment.

queues or rush to be among the first in the door when the store opens because the food is always there, waiting for each customer. The grocer has the family ration books, and a child can go and get whatever the total ration is. As for the grocer, he has food only for those customers who are registered with him.

Give these fish a hand

How broad are your fish acquaintances? How many can you call by their first names and recognize by their flavors?—Well there are a lot of fish lovers who neglect some of these very finest fish. Take suckers, sea robins, dogfish, or catfish. They are kept in the water because their appearance—not their taste—is against them. Shellfish (especially mussels) menhaden, carp, burbot, little smelt, buffalo fish, quillback, bowfin, and hake are other neglected fish. But ocean pout, once a wallflower, has stepped up into the best seller lists to the tune of 3 million pounds. The rosefish in frozen fillet form is also rising to popularity, even in the Middle West where over a million pounds were sold last year. The Department of Interior has a new booklet out called "Wartime Fish Cookery" which tells how to make friends of fish you've neglected. (Conservation Booklet No. 27.)



The Fuzzy-Wuzzies like it

Aussie and American troops carry 7-inch tobacco rope in their pockets down in New Guinea, the Solomon Islands, and New Britain, just in case of emergencies. If they become lost or ill they can buy good will and the services of the Fuzzy-Wuzzies for a length of the rope. The natives pass it from hand to hand like money, and chew it only when they have accumulated enough to be profligate with it. Like the millionaire who lights his cigar with a \$20 bill.

CG News letter

A Wartime Supplement to
Consumers' Guide

August 1943

Rounding up reports from U. S. Government agencies between June 25 and July 25

CONSUMER GOODS CUT FROM CRADLE

While war goes on, simplification is the order of the day. Newest list limits style variations of 1,000 items, 500 of them now used by householders.

Reason for it all, says OWI is to conserve essential war materials, manpower, and machines. Those on the list for 1943 will save thousands of carloads of transportation space, millions of square feet of factory warehouse space, will add to the country's stockpiles by reducing inventory requirements 25 percent, and will increase the total productive capacity of the country's machines by 10 to 20 percent.

Among the items affected are wood furniture, reduced to 24 basic items; ice boxes, limited to 2 models with a food space of 3½ or 5 cubic feet; cooking stoves, one type; wallpaper, only 60 percent as many new patterns are now allowed in one width, 19½ inches; and wax paper, limited to not more than 12 inches in width and a roll containing not less than 125 feet. Can sizes and glass jars have also been simplified as to size.

The consumer will still get his basic needs, but like the baby who now rides in a carriage in which the iron and steel are limited to 9 pounds, he'll get them but not much more.

PROTECTION FOR TEEN-AGE PROCESSORS

Processing workers are scarce and teen-agers are being asked to take on the work of putting up the Nation's and the Allies' food needs. Processors are ready to dehydrate, can, and freeze all the food the farmers can supply, but they need help. Teen-agers can do a considerable amount of the work, but they must comply with minimum age requirements of both Federal and State laws.

Under Federal law, the minimum age for persons engaged in canning, dehydrating,

and freezing operations is 16 years. In drying yards, boys and girls of 14 and 15 may cut and sort fruit under special conditions. They may also work in the offices of processing plants or do other work not involving manufacturing or processing.

Some occupations in connection with processing are closed altogether to boys and girls under 18. They cannot be employed as motor vehicle drivers or helpers, for example.

In States where the State law conflicts with the Federal law, the one which sets the highest standards prevails. Any doubt about the provisions of the law can be clarified by writing to the Children's Bureau, U. S. Department of Labor, Washington, D. C., for information on the Fair Labor Standards Act relating to the employment of young people.

COFFEE IN EVERY POT

It's no news by now that coffee rationing is no more, but here's one point this department would like to make.

Coffee is perishable when it is ground up and exposed to air. Most coffee is sold in paper bags these days, and not in airtight containers. So just because you can get all you want again, don't go out and buy a lot and let it spoil on your pantry shelf.

PRICE CEILING PICTURE

The price ceiling picture is an ever-changing one, and recent adoptions and revisions hit a variety of things from food to household articles.

Increased maximum prices have been granted by OPA to: peanut butter sandwiches, peanut candy, macaroni and spaghetti dinners, chow mein noodles, dietetic health foods, rice farina cereal, and some brands of tea.

Price reductions have been effected on

seven fresh berries for table use and home canning. These berries are red and black raspberries, youngberries, boysenberries, loganberries, blackberries, and gooseberries. Lettuce prices have been cut approximately 25 percent, and cabbage prices 50 percent.

As a major step in simplyfying price controls for the wholesale and retail grocery trade, OPA has issued over-all fixed mark-up regulations, under which most groceries, both dry and perishable, will be priced. Grocery store commodities not covered by the over-all regulation include: beer, liquors, candy, bread, milk, ice cream, fresh fish, and tobacco.

OPA has given authority to its regional offices to stabilize restaurant prices. In Region II (covering New York, Pennsylvania, Delaware, Maryland, New Jersey, and Washington, D. C.) restaurant prices have been frozen at the highest level charged from April 4 to April 10, 1943. Patrons of restaurants may ask to see the menus or price lists for that period, to check against overcharging.

Dining car prices are also frozen. February 1 to April 10, 1943, was the period used to determine the levels. "Economy" meals, stripped of appetizer and dessert courses, are being served. Top ceiling for breakfast is 85 cents, lunch \$1.00, and dinner \$1.10.

RENT CONTROL

OPA's entire rent control program was upheld in three sweeping decisions handed down by the Emergency Court of Appeals. They emphatically established the constitutionality of the program.

CLOTHING

You should pay no more for fall clothing this year than you paid last year. A revised maximum price regulation for manufacturers will result in consumer ceiling prices for women's, girls', and children's fall dresses, suits, coats, blouses, and similar outer apparel at approximately last year's levels.

CONSUMER GOODS

Ceiling prices have been placed on used, rebuilt, reconditioned, or renovated consumer durable goods. Articles covered include: used furniture, bedding, stoves, floor coverings, portable lamps and lamp

shades; miscellaneous houseware items, handtools and hardware items such as shovels, wheelbarrows, hatchets and carpenter's tools; baby carriages, musical instruments (except pianos); commercial kitchen equipment, beauty and barber shop furniture, store and office fixtures, and coin-operated vending machines.

BACKYARD WEEKENDS BEST

Weekending in wartime is no pleasure and interferes with war transportation, says OWI. Furlough travel for men in the service reaches a peak on weekends and a holiday weekend increases the load. Railroads and bus lines are doing a heroic job attempting to keep travelers comfortable and to keep up their standards, but it is impossible for them to maintain all their usual services under difficult wartime restrictions.

The traveler finds the effect of wartime on transportation in the reduced length of rest stops on busses, in longer bus schedules, in fewer comforts. Trains arrive late and crowded because there are fewer of them for civilian travel.

Men in the service come first, and eating in dining cars is a matter of getting what's left after the armed forces have been fed. Moreover, travelers are asked to take their trips during the middle of the week when they'll be making a generous contribution to the comfort and pleasure of the armed forces, holiday or no. As a result, many have reached the conclusion that a weekend spells more fun and rest if spent in one's own backyard.

CARS CONTINUE TO BE A WORRY

Owning a car and operating it takes a lot of keeping up with regulations in wartime. Newest notes on tires are these: Suitably branded unrepared tires can now be bought by holders of rationing certificates. About one million emergency tires that are unsuitable for recapping, but are very serviceable for spares and for use of low-mileage passenger-car drivers, are being made available at the ceiling price of one dollar a tire.

As for gasoline, the supply situation is no better, but it is also no worse. There is no contemplated reduction in the Eastern shortage area for A, B, or C gasoline coupons, says OPA. Some war workers in the Northeastern area will have some of their

lost mileage caused by the recent B and C coupon cut, restored. Also in the restricted Northeastern area motorists may use "A" rations for one round trip to a summer home or other vacation place in absence of adequate alternate transportation.

Air raid wardens will continue to get supplemental mileage for their duties, up to the maximum of a "B" book, states OPA. Victory gardeners will not be granted new gasoline allowances any more this season, however, but they may continue to use the extra rations already granted to them for traveling to their gardens.

BUY IT ONLY IF YOU NEED IT

Frills and fancy work on bed linens are out for the duration, but the supply of sheets, pillowcases, and towels will last if housewives buy only what they need. That's the verdict of WPB after making a supply status round-up.

Care saves wear on bed linens and our Government is asking homemakers to do that to make them last, for our armed forces need bed linens too. They also need mattress covers, terry cloth, and sleeping bags, and production for civilians has been cut.

New down is going into sleeping bags for our fighting men. Comforts now being made contain only used down that has been sterilized and reprocessed. You can buy cotton, rayon, and wool blankets, but only up to 84 inches in length and in only 4 solid colors: rose, blue, green, and cedar.

Table scarves and dresser scarves of cotton sateen are no longer being made, but there are still fine Irish linen tablecloths and napkins on the market that are yours for the buying.

TURNING ON THE HEAT

It may be hot where you are now, but winter's coming, so give some thought to fuel and stove rationing.

Nation-wide rationing of heating and cooking stoves is scheduled for mid-August.

If you live in an oil-heated home, be sure to return applications for next year's fuel oil rations to your War Price and Ration Board as soon as possible. While there is no deadline for filing applications, it is possible that those who delay may have difficulties in getting supplies before the first cold weather arrives.

Value of heating oil coupons for the first "heating period," good for purchases from July 1, 1943, to January 3, 1944, has been set at 10 gallons per unit in the 33 States under fuel-oil rationing.

WORTH REPEATING

Order it now, that's the advice of Solid Fuels Administrator, Harold L. Ickes, on the coal situation. The Nation's requirements for soft coal in 1943 is the largest in its history—5 million more tons than the 1942 production.

Mr. Ickes also states that users must take delivery as the coal can be supplied. He urges cooperation with your dealer, in allowing him the fullest possible latitude as to the size and kind of coal and to your delivery arrangement.

"STYMIE" THE STEALERS

Safeguarding dependency allotment checks is one of the jobs of the U. S. Secret Service, and this agency is asking your help. Millions of Government checks are being sent by the Army and Navy to dependents of soldiers and sailors, and a lot of them are being stolen from porches, mail boxes, or other places, and then forged. When that happens, those entitled to them may go without food or fuel, or suffer other hardship. If you receive checks from the Government the Secret Service says:

1. Be sure some member of the family is at home when the check is expected.
2. Print your name plainly on your mail box and equip it with a lock.
3. Cash your checks in the same place each month. This makes identification easier.
4. Endorse your check only in the presence of the person you ask to cash it.

Other cautions on the subject are issued by the Secret Service to those who are asked to cash Government checks. If you are in that position be sure to:

1. Insist that the person presenting it identify himself properly as the person entitled to that check.
2. Before accepting the check ask yourself this question: If this check is returned because of a forged endorsement, can I locate the forger and recover my loss?
3. Insist that all checks be endorsed in your presence. If the check is already en-

dorsed, ask that it be endorsed again, then compare the writing.

4. Require all checks to be initialed by the employees who pay out money for them, or who will approve such payment.

THIS AND THAT

● Watch for heavy local supplies of fresh fruits and vegetables—especially tomatoes. Use your Victory Garden victuals for your own table, and take advantage of low prices on commercial vegetables by canning all you can. Remember that cabbage can't be put up in tins for civilian use, so if you want to be sure of your supply, put up your own. Watch other local supplies of vegetables, like yellow squash and snap beans, and make the most of them.

● It's illegal for a storekeeper (who sold flashlights and batteries separately in March 1942) to require that you buy a new case, if you want only a battery. Tell your local OPA office about it, if you have a complaint.

● Rumors that OPA plans to reduce or eliminate cigarette brands or brand names, or to provide for only one cigarette, are baseless. One compact order on price controls is being prepared, but it does not eliminate brands.

● Remember the first cans of concentrated soup to come on the market nearly a year ago? They all had to bear a label stating that they were made according to a new formula. That label is coming off the cans now, since practically all the old-formula soup has been sold.

● Farmers who are having to pay more for farm batteries than they did in March 1942, have been asked by OPA to report sellers to their nearest War Price and Rationing Boards.

● Consumers may expect to find more tuna fish on grocery shelves soon. The entire production of canned tuna and tuna-like fishes packed after June 27 will be available for U. S. civilian consumers.

● Baseball, track, and football shoes have been released from rationing.

● Three-fourths of the States have received approval by the Children's Bureau, Department of Labor, of programs for medical and hospital maternity care for wives of men in the four lowest pay grades of the armed services, Secretary of Labor Perkins has reported.

● Work clothes will have better pockets than formerly. First-quality goods may now be used for pockets and waist bands in men's work clothing, according to a WPB ruling.

● Motorists and all other gasoline users should be sure to make necessary endorsements on all coupons in their possession, and on any new ration coupons that may be issued to them. For motorists, this means writing the license number and State of registration on each coupon.

CONSUMER CALENDAR

Aug. 1—Red Stamps T and U, Book 2, good through Aug. 31.

—Blue Stamps R, S, and T good to Sept. 7.

7—Blue Stamps N, P, and Q, Book 2, expire.

8—Red Stamps V, Book 2, good through Aug. 31.

15—Red Stamp W, Book 2, good through Aug. 31.

—Sugar Ration Stamp No. 13, Book 1, (5 lbs.) expires.

16—Sugar Ration Stamp No. 14, Book 1, (5 lbs.) good through Oct. 25. Stamps No. 15 and 16 good for 5 pounds each for canning sugar through October 31.

22—Red Stamp X, Book 2, good through Aug. 31.

29—Red Stamp Y, Book 2, good through Sept. 30.

All Aug.—Period 5 coupons for fuel oil good for 10 gals. per unit in all zones until Sept. 30. New Period 1 coupons also valid at 10 gallons per unit.

—A-6 gasoline coupons (3 gals.) good in 17 Eastern States and District of Columbia through Nov. 21.

—A-7 gasoline coupons (4 gals.) good elsewhere through Sept. 21.

—Tire inspection deadlines: A card holders—Sept. 30; B card—Oct. 31; C card—Aug. 31.

—Shoe Stamp No. 18, Book 1, good for one pair of shoes through Oct. 31.

CG News Letter

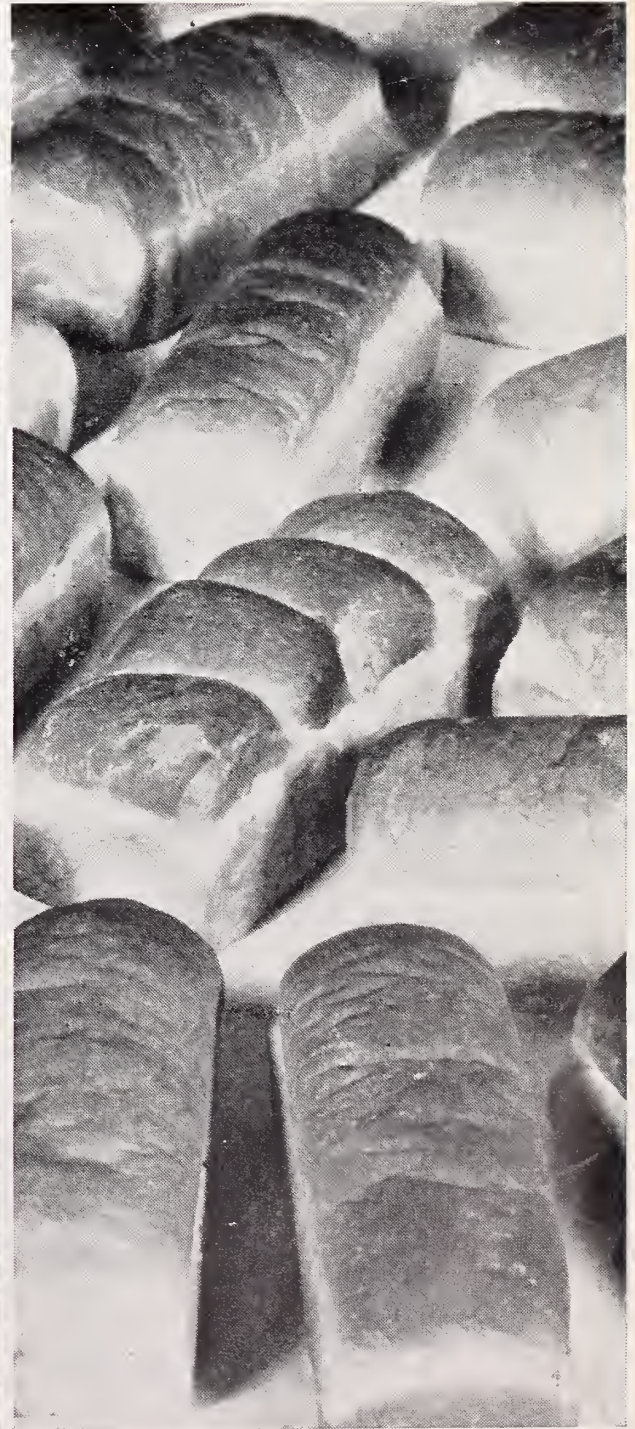
August 1943

Published by the Department of Agriculture, Washington, D. C.
Prepared by Food Distribution Administration.

1949
Adm 22C

Consumers' guide

September 1943



nt on cereals

Food—basic weapon



ROY F. HENDRICKSON,
Director, Food Distribution Administration

From the cradle to the grave, in sickness or in health, in war or in peace, no single commodity takes up more time and attention of every member of the human race than does food. When it is plentiful man enjoys talking about it; when it is short man works hard to obtain it, and at all times achieves one of the greatest satisfactions in life in eating it. It is basic in providing energy and good health.

An adequate food supply makes possible strong and peaceful nations. A scanty food supply makes a weak and quarrelsome people. In war time the vital role of food in survival is accentuated a thousand-fold. Armies depend on it for life. Workers must have it to produce material.

At the same time that war increases the importance of food, greater difficulties in maintaining food supplies develop. Fewer men and women are available to produce the food, to process, transport, distribute it, because many must go into the military forces and other millions are shifted to producing equipment for war. A whole series of adjustments becomes necessary.

In this war the United States is up against a situation unlike any experience in its history. It is warring on more fronts and over more seas than ever before. From a nation producing a surplus of food which at the same time imported substantial quantities, it has had to shift to a nation which must export large quantities of food and can import food only with difficulty.

Thus we are squarely up against a situation where there is no such thing as enough food in a war like this one. We must feed our armed forces well. We must feed ourselves adequately here at home—not all we would like or exactly what we would like, but enough to hold the nutritional line. And we are sending, and must send, food to our fighting allies—particularly Russia and the United Kingdom.

It is the kind of situation where misunderstandings quickly develop, animosities become strong, but where the preeminent need is for the facts to be developed, distributed, and understood.

The first fact is that our nation has determined to use food as a weapon of war.

The second is that the demand for our food is increased even more rapidly than production, leaving a supply which must be distributed as fairly as possible.

The third fact is that this country has never before been faced by exactly this problem, with the result that pioneering must be done and adjustments made by the Government and its citizens, all of whom are consumers of food.

The fourth fact that must be understood is that production is affected not only by the amount of land available to produce food, the number of farm workers and the machinery and equipment which they have, but by weather which cannot be safely forecast for long periods.

Another fact is that in looking at the food situation as a whole anyone is likely to be misled by generalizations. We may be short of fruit at the same time we are long on wheat. We may be long on potatoes at the same time we are short on peaches. We may be short on sugar at the same time we are long on coffee. Realizing that, this fact will cause us to become more careful students of the food *situations* (plural) because there are separate eddies of actions going on at one time, each affecting a commodity which can't readily be lumped together or be described as a whole by a single adjective, especially such adjectives as "good" or "bad."

Because letters I have received recently indicate some uncertainty of understanding

as to the method used in allocating food supplies, it is briefly set out below.

It isn't easy to look ahead in view of the innumerable shifting factors affecting both supply and requirements but nevertheless such an allocation plan is indispensable.

In the procedure of allocation, claims are presented for their proper share of the prospective supply of food by the Army, the Navy, the Marine Corps, the Veterans Administration, the Lend-Lease Administration, the Office for Foreign Relief and Rehabilitation Operations, for exports by the State Department, and for civilians by the Civilian Requirements Branch of the Food Distribution Administration. The Red Cross, our Territories, Hawaii, Puerto Rico, and Alaska, have their needs listed.

These claims are matched against available supplies and if supplies appear to be short in relation to the demand, each claimant is asked to justify his claims further to see if there isn't a possibility of a reduction. After a careful consideration of how food can best win this war, after every claim is justified thoroughly, a balance is struck and the allocation is made.

Allocations are made for a 12-month period but as they are determined on the basis of estimated production and supply, they are made "firm" one quarter at a time, and "tentative," or subject to adjustment, for the following three quarters. This makes it possible to reconsider the whole allocation if during the first quarter when the allocation is "firm" some new and important factors come into the picture to change either requirements or supplies as often happens.

Each claimant group will get that portion of the available supply necessary to meet its most essential needs. Generally speaking, our armed forces have first priority, our civilians second. Our allies and others are allocated as much as possible in view of our own requirements.

If we could avoid or prevent waste in connection with the 75 percent for civilians we would find that it would give us a bigger supply of food than we have ever before had in our history. To cut waste to rock bottom is a contribution anyone can make to winning the war without leaving home. Not to do it is failing to cooperate with the millions who must leave home to fight.

Roy F. Hendrickson



Consumer's Guide celebrates its 10th birthday with greetings from

The First Lady

On the tenth anniversary of the publication of the Consumers' Guide, I am very glad to send a message to say how important I think the services are which you render the consumer. During wartime it is particularly valuable to the housewife because she must budget more carefully than ever if her family is to be well cared for and she must use every source of information that she can find.

With every good wish for many successful years, I am
Very sincerely yours,

Eleanor Roosevelt.

The Vice-President

I am delighted to know that the Consumers' Guide is still going strong. When the original Triple A became law on May 12, 1933, I insisted that there be a consumers' protective clause, and the Consumers' Guide was an outgrowth of the Consumers' Division which was set up under that legislation. It has done much to awaken consumer consciousness with regard to food values, and I hope it will go on spreading the light on this exceedingly important subject.

H. A. Wallace.

The Secretary of Agriculture

In rounding out 10 years of service, Consumers' Guide holds an important place in the educational work of the Department of Agriculture. From a modest beginning it has become a widely used publication, carrying authoritative information and timely counsel to many thousands of regular readers. Its aid to the public in dealing with wartime food problems has been especially valuable. The Guide is constantly adding new friends. I am sure it will continue to grow in usefulness to all its readers, both old and new.

Claude R. Wickard.

The Surgeon General of the United States

In 10 years as an impartial counselor to consumers, this magazine has done much to enlist the public's interest in seeking health. The many articles in Consumers' Guide on how to select and use and save food constitute a real public service. It is highly important that this nation learn to choose the food that builds good health and to use our stocks of food wisely so that there may be enough to go around.

Thomas Parran.

The War Food Administrator

On this tenth anniversary of the Consumers' Guide we look forward to supplying, through its pages, greater service to thousands of American homes. We are confident that those of you who are already friends of the Guide, along with a great many new readers, will continue to profit from its information and suggestions designed to promote the most efficient use of our wartime food supply.

Marvin Jones.

The Price Administrator

My congratulations on the tenth birthday of the Consumers' Guide. As a Congressman and then as Senator I saw the Consumers' Guide born and watched it grow from small beginnings into a great organ of public service. And now as wartime Price Administrator I find it an invaluable support to the home front program.

And beyond the war, when we all turn again to the responsibilities of peace, I look forward to its even greater service.

Prentiss M. Brown.

The Commissioner of Food and Drugs of FSA

My congratulations to Consumers' Guide on the completion of its first decade.

The new Federal Food, Drug, and Cosmetic Act assures consumer protection against impure and adulterated commodities and provides for a type of informative labeling which should permit intelligent purchasing. Experience has demonstrated, however, that consumers need guidance in label reading to realize the maximum benefits of the labeling provisions of the law. Consumers' Guide has been a potent influence not only in developing informed label readers, but in creating among consumers an aggressive interest in the quality and identity of the foods, drugs, and cosmetics which they buy.

W. G. Campbell.

Chief of Nutrition and Food Conservation Branch, FDA

In the first decade of its existence the Consumers' Guide has performed a genuinely worth-while service to the public. The fullest possible use of food and other essential supplies in the interest of health is fundamental to progress on distant battle lines and the home production front. Consumers should certainly have a voice in the determination of our basic food policies. The Consumers' Guide for 10 years has done yeoman service in keeping people informed with regard to government food programs. Great appreciation of its aid in the interest of better use of foodstuffs is felt by the many who work for good nutrition and conservation of supplies. Heartiest congratulations are extended on the opening of its second decade of service.

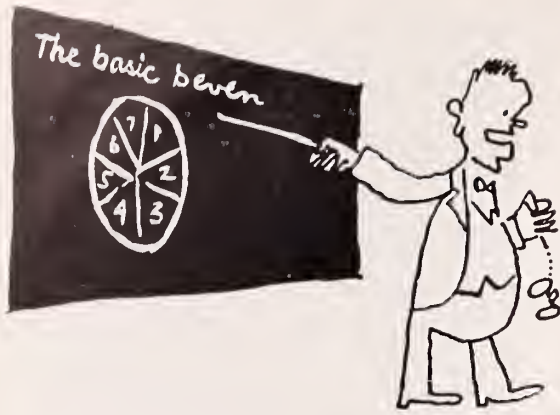
M. L. Wilson.

Chief of Civilian Food Requirement Branch, FDA

A friend in need is a friend indeed. As a subscriber I knew and appreciated Consumers' Guide for many years. I prescribed it too, for many of my patients—those in need of guidance about foods. It always has been helpful to its many readers, but never so much so as at this time of special need, when guidance as to how to make the most of little assumes importance for every loyal citizen of this Nation.

Russell M. Wilder.

Education for living



WE have a war on our hands. Why not make use of it, if we can, to amputate a lot of unsound ideas that have been sapping our realistic consumption of goods and services? We used to be able to buy whatever our pocketbooks allowed. Now we can get only what we need. We believed in cure-alls, "best buys," bargains because it was easier, because we didn't have to think, "What fits *my* need exactly and what can I *expect* from it?" We could select an automobile or a lipstick by line or shade alone. Now our selection is limited. But it is adequate—and within its narrowed range we can better our habits of choosing.

Universities, one of the logical agents for consumer education, are helping to pare away unrealistic habits of buying and using goods by saying to teachers of the Nation's schools, "We must show students how to use their heads in making choices of what to do with their money and their time so they can get satisfaction from them."

For example, in such a simple matter as choosing sheets, teachers at Teachers College of Columbia University, New York City, were reminded this past summer session that they cannot look for a "best buy." If a woman has a washing machine, she might select heavy sheets—if she herself is sturdily built. But if she sends her clothes to the laundry, heavy sheets will make her laundry bill go up. Lightweight may therefore be less expensive in the long run. Or if she lives in a town swollen by war workers and can neither get laundry service nor buy a machine, lightweight bed linen should certainly be her choice. Not one factor but many make a true bargain.

Teachers of elementary, secondary, and college students spent the summer learning how to make their 1943-44 courses mobile,

moving with the morning headlines on rationing and price regulations, yet resting on some activities of the past. But the keynote throughout was: To get satisfaction out of any choice know what to expect—then you won't be disappointed.

"If girls expect rayon hose to act like nylon stockings they will get little satisfaction out of them," Dr. Dorothy Houghton, assistant professor of home economics at Teachers College, told her class of chemistry applied to consumer problems. "They will worry because rayons bag at the knees and stretch during wet weather. But if they realize what to expect they won't be disappointed."

In the rapid course of a chemistry lecture she said, with a sympathetic understanding of the difficulties of getting things cleaned in wartime: "Wear clothes you can put in the tub, don't expect the usual service from cleaners until normal times return." But she warned the men and women in her class that clothes should not be left soaking. They should be washed while the suds are alive, as the soap loosens up the dirt and it adheres to the suds. If clothes are left soaking, the grime will settle on them again. "It isn't the soap you use, it's *how* that makes a man's wash suit look fresh," she told her students.

A plug for appliances

Down the hall from Professor Houghton, Dr. Earl C. McCracken taught teachers from nearly every State in the United States and from a number of Canadian provinces how to care for and mend household appliances. And they in turn will teach hundreds of students the same skills. So if your handyman has been drafted and the electric company's motor mollifier has gone to Washington to help run the war, you might call in your

neighbor's high school age daughter when the unit in your stove won't heat or the vacuum goes dead. Chances are the girl will be able to diagnose the difficulties like a confident physician and put everything back into running order.

Dr. Natalie K. Fitch and Miss Mary A. Davis have been trying to help as teachers, Public Health nurses, and Red Cross workers to find ways of preparing and preserving available foods for the American table.

Please take note

In their classes they demonstrated that scarcity of meat, the main dish of the meal, need have little effect upon the nutritive value of the meal, if proper use is made of meat alternates and substitutes. Their emphasis in meal planning was upon the low-cost menus, for although the war has brought higher wages to some, there are many more whose salaries are prewar, notwithstanding the higher costs of living. Enriched margarine was frequently used in these low-cost meals instead of butter.

These professors showed teachers how to build simplified dehydrators for preserving spinach, carrots, string beans. They instructed teachers to go into communities and become community workers, serving the public as well as the children.

Imaginary crises were acted out, and mass meals were served to 200 people to make each crisis realistic. A factory supposedly had exploded, disrupting the water supply. The food teachers had to prepare canteen meals for the fire fighters with the smallest possible amount of water. Another emergency was a devastating spring flood which isolated a town. There was no fresh food so that safe canned food, well-balanced and delicious, found its way onto the plates of the hungry university staff members who acted as the victims.

War is imposing profound changes upon the way we live, but the schools are using them to make us wiser consumers.

A special unit on canning, preservation, and dehydration of food, given last spring quarter to women interested in community services, bore immediate results this summer when those same women went into communities under Government grant to teach methods of canning.

The nutrition classes, under Dr. Clara M. Taylor, conducted an interesting experiment in energy metabolism. By use of a respiration chamber, energy expenditure of children carrying on various activities was tested and thus more information was added to the fund of knowledge about children's caloric requirements.

In "Economics of Clothing Consumption" Prof. Lillian H. Locke helped teachers dramatize simple facts in clothing selection, purchase, and use. One teacher from the South, for example, bleached four sugar sacks which a family had on hand and made a play outfit for a child for 35 cents: Thread, 5 cents; buttons, 10 cents; blue tape, 5 cents; pattern, 15 cents.

Result: A bonnet, dress and pantie set that looked as if it had come from a fashionable shop's showcase. Up-to-the-minute publications from the Bureau of Human Nutrition and Home Economics, plus daily newspapers, trade and local, were the textbooks, so that nothing old or new escaped the teachers' notice.

Men's shorts, size 40

Another teacher made a study of men's shorts, size 40. She bought four pairs ranging in price from 39 to 49 cents, and found that none of them had the same measurements, varying in size in both length and width. Her results made into a poster will tell an obvious story in buymanship at consumer demonstration centers in her town this fall.

Rehabilitation of clothing was stressed—ways of making men's clothing into women's—of using what is available. And taking care of what you buy. For example, the class took the most popular-selling \$1 dress for a 12-year-old at a local store and tested it for wearability and washability. They found that after 2½ months of incorrect washing the dress was riddled to shreds, while another dress, at the same price but made to wear and to be laundered, was still wearable even after being washed in the washing

machine for a comparable period. Most people cannot know satisfaction unless they are taught what to expect from what they have or what they buy.

Dr. Harold F. Clark emphasized this in his education classes. "Any family in any community can have a balanced diet," he told his summer school teachers, "if they know what they can do in terms of environment. They can have an enormous improvement in housing and clothing as well. Most of the information they get is not on their level. Higher wages alone will not solve the problems of those in the lowest economic level. A knowledge of how to use their local resources will go far toward solving economic problems. That is the challenge to all educators."

Five years ago Dr. Clark wondered how teachers could get at the exact reasons for poverty, at the causes which perpetuate one-third of our rich Nation as ill-clothed, ill-fed, and ill-housed. And he speculated on the possibility of taking a town and teaching it about diet and adequate standards of living, and of taking another and letting it go its own natural way—then comparing the two. If the first town changed, he would know he had found the cause of the underprivileged; lack of education in terms people could understand and use.

He persuaded the Alfred P. Sloan Foundation to give a grant-in-aid to the University of Kentucky to conduct experiments in diets necessary for health and vitality. Three low-income communities were selected as laboratories. The same sort of project was then fostered in the University of Florida for studies in housing, and in Vermont, the low-income towns were chosen to see if instructions could help in eventually providing adequate clothing for the ill-clothed.

On goats

Lessons in these experimental schools are taught in terms the students understand. From the first grade to the twelfth, the youngsters learn, in every subject they take, about their own local land and their own lives. In those undernourished areas where the country is too rough to be good cattle country, books for the first three grade levels, written by teachers who know the land and the people, teach that

goats can thrive there. Recently children from two families began to read the book, "Let's Read About Goats," and after 2 weeks, each family had bought a goat. Technical knowledge in economics at the third grade level came just at the right time. There was a severe shortage of milk—and, through their children, the families knew what to do to meet it.

Not all this learning has such a direct effect. Dr. Clark doesn't expect to know the outcome of these three projects for 25 more years—a full generation of time. But he does know now that the deep interest of these children and their teachers is real and honest, and because their studies were designed for them, not for students in England or Germany or France some 300 years ago.

Work for the funnies

When the ancestors of many of our countrymen came to America they brought the ways of their forefathers, and expected to continue living much as before. Settling in the hill country of Vermont, for instance, they farmed as their people had before them in the flat lands of north-western Europe. Since then they have not had information on their own level telling them they can grow crops of nut trees—and prosper. Funny papers could tell them—many of us, Dr. Clark said humorously, get a lot of our learning from the funny papers and cartoons because we have never known that reading was meant to teach us something—and the schools could tell them, as those in the Sloan Experiment areas are now trying to do.

But these investigations mark the extreme and not the rule in consumer education. They indicate the constructive thinking going on, and hopefully suggest what may become common practice.

Most classes in economics and social studies will struggle with inflation and tax problems, with bond buying and surplus capital in banks, while home economics classes will try to help make income reach as far as they can to embrace adequate living. From grade schools, where children learn to make such simple choices as selecting a lunch or a toy, to business classes in high school where most consumer awareness is taught, to adult education and public relation

centers where subjects such as socialized medicine are debated, we shall find the wartime issues and the long-time problems arm-in-arm. Teachers for the new school year hope that the coming peacetime economy will gain tremendously from their serious presentation of local and national wartime problems.

"At present we must assume a dual responsibility," said Dr. Helen Judy-Bond, Head of the Department of Home Economics. "First it is imperative that we work with Government and civic agencies interpreting emergency measures to the public and devising ways of helping families meet them. We are doing this at Teachers College through direct work with lay groups and through the inclusion in the curriculum of short, intensive courses for trained Home Economics workers. The maintenance of the best possible standards of living despite wartime restrictions is of great importance to family and national morale and welfare."

Washington's correlation with the schools in helping Americans to do just that is definite and well planned. Among the educational services the Government agencies offer is the preparation of books, leaflets, and outlines on consumer topics for teachers, speakers, and discussion leaders. One publication just off the press is a manual called "*Wartime Consumer Education*" which tells how schools can contribute their part. It was prepared by an inter-agency cooperative committee on consumer education under the direction of the Office of Education. These agencies believe it is just as important to assist the schools to shift to an emergency pace as it was to help our industries and defense programs change over into war production.

Old enough for fox holes. It is to our interest that universities, colleges, and schools have become a part of the national emergency activities. If high school and college boys are mature enough to run from fox hole to fox hole in Guadalcanal or to float down in their silk parachutes behind the enemy lines ahead of the main invasion troops, they are mature enough to understand the nature of war itself and America's participation in the struggle—both of which cannot be separated from our life as consumers.

During 1942, four-fifths of all durable goods produced were put out for war purposes. We civilians got the other fifth. And because of our increased incomes, \$8

in purchasing power competed for \$7 worth of goods—which made prices bound like a new tennis ball. To help control inflation then, our leaders gradually put rent control, price regulations, rationing, and wage control into effect. Living-as-usual was out. And this meant consumer living as we knew it was gone.

Universities with their large staffs and sometimes unwieldy curricula kept abreast of the quicksilver movements with the help of Government services. At Teachers College the courses shifted rapidly with the rocket-like path of the war. Although in the beginning some war pressure in the form of higher living costs was felt by consumers, there were still surpluses of foods which were being distributed through the Food Stamp, Direct Distribution, and School-Lunch Programs. These programs were incorporated into the lecture and laboratory classes of the nutrition and food studies.

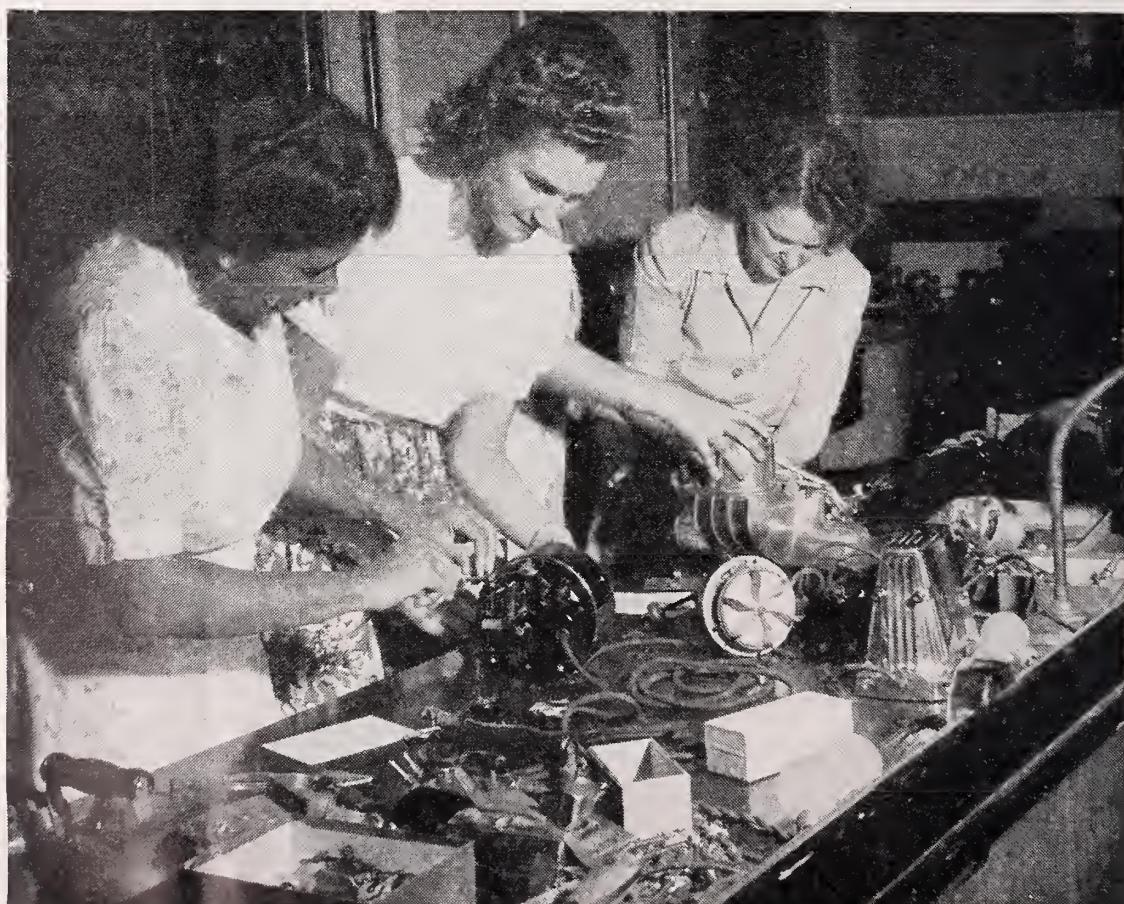
Immediately after the tragedy of Pearl Harbor spun us into actual war combat Teachers College demonstrated its emergency awareness by organizing Red Cross and canteen classes. Mrs. Bond wrote to Gen. Norman H. Davis, head of the Red Cross Chapter in New York City, offering the facilities of the college for training Red Cross workers. And it wasn't long

before teachers, women interested in canteen and voluntary services, as well as Red Cross workers had actual experience in community aid—which is consumer service at its best. At the time of the *Normandie* disaster, firemen were fed and cared for. As the wounded men started coming back home, these university students had actual experience in field work.

The college is trying to continue some of its normal activities along with the emergency jobs. In both it encourages the necessity of individuals making definite contributions to their community.

But it never loses sight of the need for everyone—you, your neighbor's high-school-age girl, your meat or grain products man in Washington—to make his or her own choices as to what to do with time and money. We each have to stand alone, so says this emergency-gear education, and survey the town in which we live, and look beyond to see how the world affairs affect it. Then we can more nearly tell what is important for us. Students with this realistic approach are really living because they are comparing and measuring values.

When a child plays jump-the-rope she has to judge when the rope will hit, she cannot wait for those who turn to tell her. With a consumer, it's the same.



Broken toasters and mixers are coming out of the basement as women enrolled in consumer education classes learn the intricacies of electrical wiring and repair.

50 Million dollar lunch check

That's what Congress has voted for school lunch programs. Will children in your town receive their share?

YOU'LL have to set the table yourself, provide the cook, crockery, and food, but the U. S. Government will help pay part of the expenses of your school lunch program, if it fulfills certain requirements.

The new wartime plan for community school lunch programs differs somewhat from last year's. Lack of workers in warehouses, shortages of trucks, tires and gasoline, made it necessary to change the method of distributing foods. But an alternate system is going into operation, and the questions and answers below explain the set-up.

Q. How does the new program differ from the old?

A. Previously, the Food Distribution Administration bought foods as a part of the market stabilization program, and sent them to State welfare agencies. These agencies stored and distributed the foods to the school lunch sponsors. Now, sponsors will buy certain food supplies direct from local farmers and merchants. FDA will reimburse them for the cost.

Q. Why continue School Lunches?

A. Now more than ever before, when many mothers are engaged in defense work, children need a nutritious noon meal. All children should be assured the proper kind and quantities of foods during their formative years. Without the School Lunch Program many children from poor and well-to-do homes alike would suffer.

Q. What role does FDA play?

A. FDA lists foods for which it will reimburse sponsoring agencies. These foods will be selected according to nutritive value and availability. FDA will reimburse the sponsors for the cost of the commodities purchased, up to a specified maximum amount, provided certain conditions are met by the sponsors.

Q. Who may sponsor the program?

A. School systems or boards, parent-teacher groups, American Legion posts, or other civic or service organizations.

Q. What does the sponsor do?

A. The sponsor is the operator of the program. Responsibilities include pur-

chasing, handling, and storing food, supervision of the preparation and serving of meals, and compliance with all laws pertaining to the serving of food in public places; submitting of invoices of purchases and reports of operation to the FDA.

Q. Who may participate in the program?

A. Any public, or nonprofit private school may participate, provided such school is of high school grade or under. Also nonprofit child-welfare centers, child day-care centers, playgrounds, boys' and girls' clubs, summer camps, etc.

Q. Do sponsors contribute anything toward the cost of the program?

A. Yes, sponsors pay for labor, equipment, maintenance, and for any foods above maximum amounts allowed by FDA.

Q. How much will the school lunch cost the children who eat it?

A. The sponsor will determine how much each child will pay, but where a child cannot afford the slight charge of the meal, he must receive it free of cost. In no case can meals be sold at a profit.

Q. What are the types of lunches for which FDA will make reimbursement?

A. FDA will pay a specified amount per meal per child, as follows:

Type A (9 cents).—A complete lunch pro-

viding one-third to one-half of the day's nutritive requirements and consisting of at least: (1) one-half pint of fresh, whole milk as a beverage; (2) two ounces of meat or fish, or one egg, or two ounces of cheese, or one-half cup of dry peas, beans, or soybeans, or one-fourth cup of peanut butter; (3) one cup of vegetables or fruit, or one-half cup of each; (4) two slices of bread or two muffins or other hot bread made of whole grain or enriched flour or cereal; (5) two teaspoons of butter or of oleomargarine with added vitamin A.

Type A, without milk (7 cents).

Type B (6 cents).—A lunch less adequate nutritionally and consisting of: (1) one-half pint of fresh, whole milk as a beverage; (2) one ounce of meat or fish, or one-half of an egg, or one ounce of cheese, or one-fourth cup of dry beans, peas, soybeans or two tablespoons of peanut butter; (3) one-half cup of vegetables or fruit; (4) two slices of bread or hot bread, made of whole grain or enriched flour or cereal; (5) one teaspoon of butter or oleomargarine with added vitamin A.

Type B, without milk (4 cents).

Type C (2 cents).—One-half pint of fresh whole milk.

Q. Where should groups write for further information?

A. To the office of the Food Distribution Administration at the address nearest them:

5 South Wabash Avenue, Chicago, Ill.

821 Market Street, San Francisco, Calif.

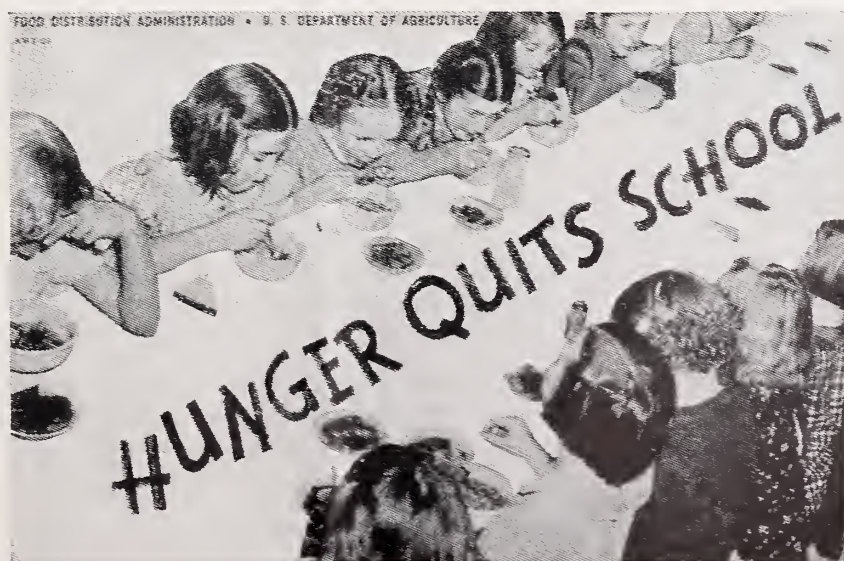
425 Wilson Building, Dallas, Tex.

150 Broadway, New York, N. Y.

700 Old Colony Building, Des Moines, Iowa.

1536 Welton Street, Denver, Colo.

Western Union Building, Atlanta, Ga.



Single copies of this booklet, telling how to set up a program in your community, are available, free, from Food Distribution Administration, U. S. D. A., Washington, D. C.

Sickness is Sabotage

Indifference, ignorance, and neglect are enemy agents that prepare the way for epidemics and disasters. Let's double-cross them!

YOUR health is a national affair.

You don't need a statistician to tell you that the health of the nation is the average of the health of all its citizens. Anyone knows *that*. But perhaps you *don't* know all the things you can do to help raise that average.

With more than a third of all our doctors gone to war, with new communities of thousands of people springing up around camps and armament plants, sleepy little towns find themselves facing big-city problems without big-city experience or equipment.

The figures show that a far higher proportion of doctors left the already "neglected" areas than those where service was even fair. That woeful Old Testament prophesy "... and from him that hath not shall be taken even that which he hath," could almost be applied to medical care in rural America since war began. Only the doctors weren't all "taken." Many rushed away of their own accord after Pearl Harbor to serve in the armed forces. The result is that counties which were inadequately staffed even in the so-called halcyon days of peace and plenty are now almost doctorless. In many there is no doctor within a radius of 30 miles. In a county in the far West there is 1 doctor to 9,000 population. (The national ratio before the war emergency began was about 1 private practitioner to 1,000 people.)

Acute as the situation is, however, there are some heartening safety factors which can tone down our "viewing with alarm."

The United States Public Health Service is giving a hand to community health programs wherever possible. Its personnel has increased more than 50 percent, and county health offices have been maintained and enlarged in spite of wartime calls on personnel.

In the country the Farm Security Administration's rural health program for low income families has done a superlative job of health education among groups so often subject to disease. This is the only specifically rural health pro-

What you can do at home

1. Prevent home accidents by removing hazards and training yourself to be careful while doing every task.
2. Avoid exposure and overfatigue.
3. Follow a sensible diet. Eat some of all the "Basic Seven" every day.
4. Have a "First Aid" kit.
5. Treat simple ills promptly.
6. Take the Red Cross Courses in First Aid, home nursing, and nutrition.
7. Take an interest in Community Health plans.
8. Get some exercise every day.
9. Have some fun every day.
10. Don't call your doctor to the house for minor ills. Try to discuss it with him by telephone first.

What your community can do

1. Consult your local health officer and start a community health program.

2. Send to U. S. Public Health Service for films, posters, and pamphlets.

3. Organize a Quiz Corner in a central location, with health exhibits and questions and answers on health.

4. See that milk standards are maintained.

5. Have supervision of eating places and food handlers.

6. Appeal to Procurement and Assignment, War Manpower Commission, for more doctors, if necessary.

7. Have a radio program on a local station reporting on the progress of your health campaign.

8. Ask your State Physical Fitness Director to help plan a program of sports and games for your town or neighborhood.

9. If you have no clinic and hospital facilities are inadequate, apply to War Public Works, Federal Works Administration, for help.

gram sponsored by the Federal Government. The most important branch of this plan is the voluntary prepayment health insurance program for medical care—the largest of its kind in the world. Now in operation in 1,140 counties, it has a membership of over 600,000. In many cases this includes hospital and dental care and drugs.

Another part of the FSA program, called environmental sanitation, has improved health conditions for literally tens of thousands of families. It has made pure water available, built wellheads, put in screens, and constructed sanitary facilities by the thousand. It is comforting to think how many sources of infection and disease this program has removed.

Not to be overlooked on the credit side, is the educational work of the Red Cross. Nearly 5 million people have taken the First Aid course since Pearl Harbor. And more than 300 thousand finished the standard nutrition course last year. That many people who can be useful in an

emergency and who know that vitamins and minerals are important, must necessarily add to the health intelligence of the nation.

Public Health officials remind us that there are many things we've taken for granted in our daily living that are of vital importance to health.

Public eating places must be clean and food handlers must meet health standards and use hygienic methods. There is danger in situations like this one: A southeastern coastal city, center of ship building, has tripled in population since the war began. Public Health officials could not find even one eating place which could be marked Grade A according to the sanitary code for restaurants, and only two which could be marked grade B.

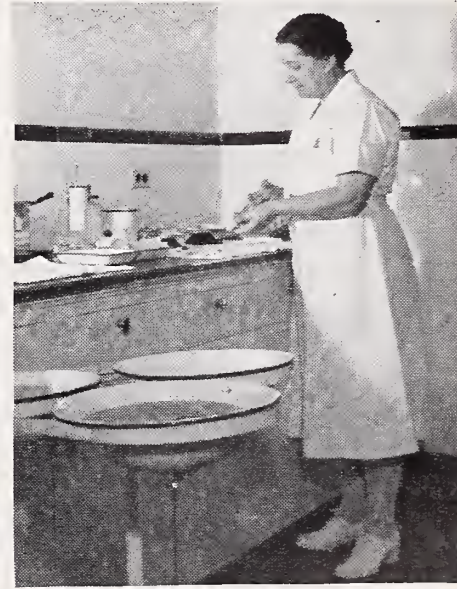
It's true cafe and restaurant proprietors are overworked, short-handed, and worried about shortages, rationing, and price ceilings. They need help. Often they welcome it. In a State on the Atlantic seaboard, the Public Health service gave



General practitioners beyond military age are working long hours, doing the jobs, oftentimes, of several colleagues, gone to war.



When all the family visit the clinic for a check-up, doctors approve. Such wise preventive measures save time and strain for all.



Appointment desk (left) and technician's laboratory (right) in a modern clinic take the place of old-style health centers (center) where waiting room, doctor's office and laboratory were all in one. Lower right—The *Anopheles* mosquito will soon have nowhere to light. Shaded area indicates change in malaria belt from 1882 to 1934.

an intensified course in food handling to high school biology teachers, who then went behind the scenes in eating places as "advisers." Food handlers were taught to avoid dangerous practices. They're no less patriotic than the rest of us, but they were working for that "enemy agent"—Ignorance.

Another thing to check on is milk. Wonderful "perfect food" that it is, it can be a carrier of such dread diseases as scarlet fever, diphtheria, typhoid, undulant fever, and infectious sore throat. Peacetime standards must be maintained.

If you are in the "malaria belt" your

help is vitally needed. For although the disease is at the lowest ebb since records have been kept, officials are on the watch for an outbreak. The malaria-carrying mosquitoes still flourish in this country and can spread infection if they have a chance to bite someone who has recovered from a spell, but who still has the parasite in his blood. On all the tropical war fronts from Bataan to New Guinea malaria has been one of the serious causes of disability. Scores of boys who might qualify as aides to the malaria mosquito are probably home on furloughs right now. Malaria could spread through them.



Doctors are people, too!

They have to eat and sleep now and then to keep going. So if you're lucky enough to have one, streamline your use of him. Have a war-time-use-of-doctors plan and let your first rule be, never call the doctor unless it's serious, but never wait until it's too serious. Perhaps your doctors will do as they've done in some other communities—stagger their office hours. That way there is a doctor on call at all times. When their office hours are publicized the community draws a big easy breath. No danger now of tragedy because "they couldn't find a doctor."

Yellow fever and dengue fever are also spread by mosquitoes. Air travel has brought plagues and ills of Asia and Africa within a few hours ride of us now. Planes are sprayed and precautions are taken, but there's always the possibility of error. So the best thing we can do is to see that houses are screened properly and eliminate the mosquito population entirely. An epidemic can't spread if it has nothing to ride on.

Mosquitoes aren't the only insects to beware of as disease carriers. Everyone knows how dangerous the common housefly is. But not everyone realizes that rats and fleas can spread the dread typhus germ. So get rid of rats. Have a rat tail campaign and pay a penny for every tail. You'll get an army of small boy exterminators and at the same time rouse public interest in health.

The unending battles against tuberculosis and venereal disease go on. For TB detection Public Health Service has X-ray machines that may be borrowed by the States. These machines can photograph 500 chests in a day at a cost of 10 cents each. Venereal disease control requires the cooperation of local police and of the courts. Communities can help by facing the situation frankly and bringing the weight of public opinion to bear against it.

But what about the emergency workers, the campers and trailer dwellers? Who checks on *their* health? Who sees that their ills are treated before they ravage an entire camp, or spread a trail of infection from State to State? Inspection and supervision present dramatic obstacles sometimes. Two Public Health officials were asked one afternoon to visit a trailer camp on the outskirts of town. Next day, about midmorning they came around a curve in the road to the camp. But there *was* no camp! Not a human being or vehicle was in sight. Garbage and trash told the story of the passage of another band of modern mechanized gypsies. Since July 1 of this year, the Office of Labor of the War

Food Administration has been in charge of this part of the rural health program. Using the organization of Farm Security Administration, they are operating a medical care plan for migratory workers in connection with farm labor communities throughout the entire country. Trailer clinics, staffed by fulltime nurses, go to work centers and stay as long as possible. In some cases the clinics are held in FSA stationary quarters. FSA's medical program has been in operation since 1938. Cooperation of local doctors is essential and nearly always gladly given. When there is no medical center or clinic available, the patient goes to a doctor of his own choosing whose bill is paid by FSA.

That's the *plan*. But what if there is no doctor? The answer is the same in the country as in cities or small towns. Groups must plan now to have a doctor available both for their own community and for groups of new workers who may be in their area.

The War Manpower Commission has a special division to handle appeals for doctors and dentists. It is called the Procurement and Assignment Service, and is directly responsible for the relocation of physicians. There is a chairman for the service in every State. If his name and address are not available, get your County War Board to write to your State Health Officer about your case. Give him full information on the conditions, showing that a physician is badly needed, and ask to have your request forwarded to Procurement and Assignment for action. If hospitals and clinics are hopelessly inadequate, application for additional facilities can be made to War Public Works, Federal Works Administration.

Health is more than not being sick. It includes the stamina and endurance to take long hours of work with vigor and high spirits, and you can't get these merely from a safe, clean community and good diet. Both are essential, but they're not enough.

For physical fitness the body needs exercise every day.

This is so important that Congress has set up the Committee on Physical Fitness to help you. There is a State Director of Physical Fitness in most of the States. He will help you plan sports and exercise for your group. You can clear off vacant lots for soft ball games. A meadow or field can be an archery range; a back yard, a badminton court, and almost any level place will do for horseshoe pitching. Bowling tournaments, walking clubs, and bicycle rides can bring out scores of people who haven't used a muscle in years.

All that's for flabby adults. There are plans for youngsters, too. Everybody can't make the team, but all those other kids on the fence and in the bleachers who exercise their vocal cords more than anything else can take part in obstacle races and other activities planned by The Committee on Physical Fitness. Boys, and girls too, build their own obstacle race courses, modeled on commando training, and race against a stop watch. No one is eliminated. Muscles get tougher, coordination speeds up, and reactions are trigger quick. Besides, it's fun!

So here's to health! Uncle Sam says he *wants us strong. We'll get busy and show him.*

Where to write for more help

Consumers' Guide can do very little more to help with your health plans than forward your inquiries to the proper people. Frankly, we've told all we know in these pages, so please note these addresses:

State Health Official or U. S. Public Health Service, Bethesda, Md.

Procurement and Assignment Service, War Manpower Commission, Federal Security Agency, Washington, D. C.

The Committee on Physical Fitness, Federal Security Agency, Washington, D. C.

War Public Works, Federal Works Administration, Washington, D. C.

Farm Security Administration, U. S. Department of Agriculture, Washington, D. C.

Office of Labor, War Food Administration, Washington, D. C.

Today's Children— tomorrow's citizen



Up-to-date juvenile courts like this one aim at correction rather than punishment. Here a judge lends a sympathetic ear to a delinquent boy, a casualty on the home front.

HAROLD was a "little devil."

Although he was only 11, he had justly earned the title by making life miserable for his principal, his teacher, and his classmates. He did everything he shouldn't do. He poked and tripped his classmates, he deliberately disobeyed his teacher, he made friends with young drug store cowboys and ran the streets with them, coming home at night only when he was hungry. Finally, he stole loose change from the teacher's purse.

Harold's parents, baffled, admitted to the school principal that Harold had been on his own. That was because his father worked in a war plant nights; his mother, days.

What to do about it? The principal had the answer. Enroll Harold in a child-care center. Now he plays constructively with boys his own age under the watchful eye of a teacher; has no time for filching pocketbooks.

Harold is only one of the 105,000 boys and girls from 6 to 14 years of age being cared for in the 1,300 child-care centers now in operation throughout the Nation. Sons and daughters of war-working mothers attend and the doors are open from 7 in the morning till 7 at night.

Without such care children could easily become war casualties on the home front. The centers offset the hazards children face in any wartime community, but make no attempt to substitute for family life or decent home conditions. Their primary purpose is care and supervision of children. They fill a child's essential needs, give him a chance to rest, a chance to play, health protection, a feeling of security, and three good meals a day. In them a child learns the give and take of social life, finds emotional expression, relief from tension, and often acquires a feeling of responsibility.

Programs of the centers aim at developing potentialities rather than definite

skills. "It's like a summer camp program," says Miss Monica Phillips, supervisor of the school age group of the Schenectady, N. Y., child care centers. A child joins a definite group because it is what he wants to do. At certain hours on various days he can see an educational film and a comedy, go swimming, play baseball, model animals or pottery in clay, read a new story book, make a model airplane, or go on a nature trip for bees, bugs, or butterflies. Other times he may help plan and participate in a picnic, or a trip to a nearby point of interest. In Hempstead, L. I., children devote some of their time to making tray covers, book-marks, and toiletry bags for the Red Cross to distribute to disabled soldiers. The children are grouped with others of their own age with similar interests. Because of this, children like Harold get along better, adjust quicker.

Sometimes the centers help whole families. The Joneses, a family of six including a baby,¹ are a good example of that. During the depression they lost their farm, were compelled to move to the city where Mr. Jones got a job at night. It paid very little, however, and they were forced to live where the rents were low. Poverty and illness plagued them.

The war came. Mrs. Jones learned welding, got a job in a war plant. That meant Mr. Jones had to break into his rest in the middle of the day to get lunch for the children. They ran wild, had little supervision except in school. Gradually, through association with bad playmates they became problems, "little toughies," Mrs. Jones called them.

Then she hit upon an idea. Child-care centers were opening. Why not send the children there when they were not in school? The children were enrolled, got their midday meal at the center, were looked after by trained adults, associated with children of their own age, lost their bad habits. Mr. Jones got a day's sleep.

In a month or so, Mr. Jones and the children are going to move back to a farm. The Joneses are starting to buy a new one with the money they've saved. Mrs. Jones will stay in town, will keep on working for Uncle Sam, but a good share of what she earns will help pay for the farm.

¹ Actual case, fictitious name.

Child care centers play their part in the war effort by doing the "minding" while mothers do the working—for Freedom.

Such is the place of child-care centers in the lives of Americans at war. From coast to coast, in towns like Schenectady, N. Y., where the Joneses live, in Oakland, Calif., a ship-building center, child-care centers play their part in the war effort. As women go into industry—and there has been a 100-percent increase in their employment in many places this past year—delinquency rates rise. Last year the increase was 55.7 percent for girls alone!

Our British cousins have had a similar experience. During their first years of war, delinquency rates upped 41 percent for children under 14. In the second year they increased 58 percent! Now the figures have begun to drop, for the British have put programs into effect that are similar in many ways to our child care centers.

The work of the centers, however, spells more than just lowered delinquency rates. Sometimes they mean improved supervision for the children, sometimes better health.

Jimmy lives in Hempstead, Long Island, one of the many East coast war industry centers. His parents work in an airplane plant; mother at night, father days. Jimmy had been in a reform school. He was made to care for his younger brother 8, and his sister 12, when they were not in school. They didn't like it. Jimmy didn't either.

In desperation, Jimmy's parents sent the two younger children to the child care

center. Now they're happy and well cared for and Jimmy is busy and content working in his Victory Garden.

Evelyn² used to live in the country. Infantile paralysis laid her low. On her recovery her parents sent her to live with her aunt in Schenectady, N. Y., where she could get treatment for her withered legs in a famous hospital. Then her aunt went to work in a war plant, put Evelyn in a child care center where she could be with children her own age when she wasn't in school. Now her legs are gradually getting better, she is happy and content, leads an almost normal life.

On the whole, the program is most successful in those towns where communities cooperate. In Oakland, Calif., a Mayor's Committee for the Care of Children in Wartime has been organized and is now working on a plan of scholarships to child care centers for needy children. Its membership is composed of leading community organizations such as the Office of Civilian Defense, various charities, the Parent Teacher Association, the American Federation of Labor, and the Congress of Industrial Organizations.

Through suggestions of this committee, high school manual training classes during the school year make equipment for the centers; on Saturdays Girl Reserves, Girl Scouts, and Camp Fire Girls meet to hem dish towels, make bibs for the tiny tots, paint large building blocks. The P-TA

collected magazines containing articles on the care and rearing of children and the girls also made these into booklets on Saturdays. Now when a puzzled mother comes with a problem about her child, to Mrs. Elizabeth Case, the director of child care centers for Oakland, Mrs. Case gives her advice, supplies her with one of the assembled booklets on the subject, with the suggestion that she read what other authorities have to say about the matter.

Communities differ in their approach to the problem. In Schenectady, N. Y., the Child Care, Development, and Protection Committee is part of the War Council. There, too, the city's recreation centers in the parks and public playgrounds cooperate with the child care centers, allowing the centers to bring in children and participate in swimming, sketching groups, music groups, and craft work. In the Pleasant Valley school a summer vacation school is also conducted, and children participating in the child care program are put into the various activities of the school in their own age group during the hours the vacation school is in session.

In most cities junior high and high school students have been trained to help with the work of carrying on the centers. This gives them a feeling of having a part in the war effort. In Oakland, Calif., the girls thus trained are called cadets, work a maximum of 4 hours a day. High-school students are paid 50 cents an hour, junior-high girls 35 cents. This helps them financially, keeps them off the streets.

The aides in Schenectady, N. Y., are both boys and girls, and are part of the Victory Corps. Some volunteer their time after taking an in-service course worked out by the State Education Department. In Hempstead, L. I., the aides are volunteers who have taken a 70-hour course.

The children themselves are allowed to assist in the program and take great pride in it. Girls help serve the meals and decorate the tables, and in Pleasant Valley School both boys and girls are members of a clean-up squad after lunch time, rotate their jobs every few days.

Occasionally a child objects to attending the center because he has an idea it's just like going to school. Johnny S. thought that. But both his mother and father had gone into war work and someone had to look after Johnny. They decided to try sending him to a child care center. Johnny objected.

At the head teacher's suggestion, Johnny

² See footnote 1, p. 11.



Learning and liking it, that's what these boys are doing in this kite making group. They use their heads and hands in constructive play, have no time to run the streets.



Gambling is play for children like these of slum areas. Rates are on the rise, have upped 39.9 percent for drunkenness, 69.6 for disorderly conduct in 1942 over those of 1941.



Modern version of the old swimming hole is what these boys are enjoying. Under the instructor's watchful eye they learn to swim safely, have no spare time for mischief.



Art lessons out-of-doors are fun when it's what you want to do. These girls from a child care center find it a good way to enjoy themselves when they are not in school.

was sent to try it out, given the idea he could stop going if he didn't like it. Two days passed, then a week, and Johnny stopped talking about leaving.

A few days later it was Johnny's birthday. His mother took the day off, let him sleep late as a treat, fixed a birthday cake for him. When Johnny awoke he was furious. Peace was at last restored by his mother's promising never to let him oversleep again.

Feeding the children is another problem. Some get their breakfasts at the centers, others get a midmorning snack, most of them get their lunches, almost all eat an afternoon snack. Meals are nutritionally planned and prepared, and many children gain weight on them. One creamed vegetable is usually served at lunch time in addition to the other foods, and desserts are principally fruits like applesauce, prunes, or baked apples. Each child gets at least a pint of milk a day. The afternoon snack consists of milk and sandwiches made of whole wheat bread. The children are allowed to eat as many as they desire, and can come back for second helpings or even thirds or fourths.

Health of the children is also safeguarded. They are given a thorough physical examination when they enter and are immunized for whooping cough, smallpox, and diphtheria. In some centers they are even given the patch test for TB. Each morning when they arrive a nurse gives them a checkup to see if they are all right. If the child arrives ill, he is isolated from the rest until one of his parents or a responsible person comes to take him home.

"All that care must cost an awful lot," you say. Well, that's where you're wrong. Up to half of the cost of the program is borne by the Federal Government as a war-time expenditure. The funds for this, as well as for care of preschool age children, come from the Lanham Act through the Federal Works Agency of which Major General Philip B. Fleming is administrator. The child care program itself is under the direct supervision of Mrs. Florence Kerr, Director of War Public Services for FWA. The other half of the cost is borne by the war-working parents themselves, and it ranges between \$3 and \$4.50 a week for each child.

Sometimes an industry steps in and comes to the aid of its workers. In Stockton, Calif., which is a ship-building and canning center, 10 cents a day for each child of their women workers is contributed by the different industries.

Count on CEREALS



YOU hear a lot of talk about cereals these days—especially in those “this-is-the-way-I’d-run-the-war” fests.

Some folks say we should start eating a lot more cereals, cut down on meat. Livestock, they believe, is too expensive to produce during wartime. Why run our cereals through a hog or a steer? Let’s eat it ourselves, they say, and have done with this wasteful in-between operation.

Their worthy opponents argue, just as assuredly, that we should keep meat production high, raise even more. Any step in the direction of eating less proteins and more cereals, they say, is a step toward widespread beri-beri.

Our War Food Administration is setting a course somewhere in the middle of these two extremes. It is encouraging the production of livestock as much as it can in view of the feed situation. It is keeping a close eye on the livestock-cereal balance to see that the use of grains for feed does not cut dangerously into our supplies for food.

In striking this balance, complications come into the picture that would never occur to your amateur kibitzer.

Take corn. This year we had one of the largest supplies in our history, a supply well calculated to take care of corn for hogs, corn for processing for food, corn for war needs. It would have worked that way except —

Through a quirk of wartime economics, it soon became apparent to farmers that the most profitable way to invest corn was in pork. Corn speculators, seeing the situation and high corn prices in the offing, bought up all the corn they could get and held it. Processors couldn’t get the corn they needed for making corn grits, cornstarch. Plants that used corn for making industrial alcohol—a war necessity—couldn’t get corn either. Since the tanker shortage makes it difficult to increase imports of Caribbean sugarcane molasses, an important source of industrial alcohol, these plants would like temporarily to use offshore raw sugar to make their product.

More pork, then, can mean less sugar. And that is just one of many wartime incongruities that make the job of War Food Administrator no bed of roses. Understanding that, we can hold to the fact that any shifts in our eating habits will be dictated by necessity.

Beans and corn substitute for meat in Mexico. Corn is ground, mashed, baked into tortillas, and served with beans to provide protein for low-income people.

The next thing is to acquaint ourselves with what shifts are to be expected and to get set for them. The civilian consumer has a great responsibility in this.

You will hear from time to time that old rumor about cereal shortages. The rumor hibernates for awhile. Then comes a crop report with a less-than-last-year note in it. The rumor lives again.

To scotch that rumor, let’s look at our cereal supplies. Close to record stocks of wheat were carried over from last year and this year’s crop was fairly good. Consumption is high but goals for next year call for about a fourth more acres to be planted. Wheat on hand and in prospect is a good margin of food safety.

Corn grits and other corn products are not generally as plentiful as wheat for reasons already shown. But steps are being taken to correct that situation. And from year to year, we eat only about one-third as much corn as we do wheat.

Rice supplies this year will be good, if the bumper crop keeps its promises. Looks as if we’ll have $\frac{1}{2}$ pound more apiece than the six pounds we usually eat and be able to supply, too, such great rice eaters as the Puerto Ricans and Hawaiians who consume, respectively, 128 and 177 pounds of rice per capita.

We ate 30,000,000 pounds more oatmeal last year than the year before. There’s still room in the oat crop for plenty of expansion, since just 3 percent of our oats went into meal even at that. Supplies of barley and rye, too, would allow for a great jump in taste for those two.

But, someone says, if we are going to feed the world maybe the amount we’ll have for ourselves won’t look so big. The

shortage rumor pops up again. You hear murmurings of “remember the wheatless days” of last war.

The answer to that is we are fighting a different war and times have changed. Last war, the North American farmer was the main source of allied cereals. This war, he’s not. Wheat stocks in the four big exporting countries—Canada, the United States, Argentina, and Australia—this July were large enough to take care of normal world trade for 2 years.

As for the amount of food we are sending abroad—about 10 percent of our supply this current fiscal year—is slated for our Allies, and roughly 2 percent for United States Territories and special needs. That’s of all kinds of foods. The percentage for cereals is even lower, though they will do the bulk of the job of setting liberated populations on their feet again.

Grains sent to Africa for relief already are paying dividends. Because the campaign there was finished in time to get in crops, our flow of food to Africa has eased off. And it looks as though North Africa might be able to supply vegetable oils and cereals for other liberated peoples.

The pattern for rehabilitation of other countries will follow that so successfully carried out in Africa, where flour, wheat, and seeds were the large items. Over a million pounds of field and vegetable seeds were sent there along with such immediate essentials as soap, canned milk, sugar, tea, to spur citizens back to the fields. Under the Axis, crop cultivation was on its way to rock bottom because the Germans and Italians took the crops without replanting them.

But no matter where we go, it will be cereals that the people will want the most of—cereals and cereal seeds. For cereals have what it takes to satisfy quickly a great number of hungry people. They store well, ship well, and can be produced in quantity.

As Herbert Hoover said during the last war—“without the loaf you could not preserve public tranquillity.” Bread is man’s basic food and when he is at the starving point his thoughts turn to it and he desires it above all other foods.

When we say it with cereals, we can speak more languages than with any other food. For the peoples of the liberated

Bread	Waffles	Cake	Coffee-cake	Dumplings	Rusk
Oatmeal	Doughnuts	Crackers	Rolls	Tortillas	Porridge
Hominy	Pancakes	Cookies	Buns	Spaghetti	Gruel
Cornbread	Rice	Toast	Breadsticks	Macaroni	Stuffing
Grits	Spoonbread	Pilau	Pumpnickel	Farina	Dressing

countries can mill it and prepare it according to their tastes.

As the War Food Administration strikes the middle course between the all-cereal—and less-cereal schools of diet thinking, we can look for the amount of grain products we'll be eating to go up—but not drastically.

A good example of the upward consumption is the increase in sales of bakers' goods. Time was, before the war, that a baker had to be on his toes to see that his goods sold. He had to keep the sugar content of bread fairly high, enrich it with added fat, and offer a variety of richer, sweeter products. For cereal consumption was on its way down.

But today we're eating 37 percent more bakers' products than in 1939, and there's less variety to choose from. Since we are eating more cereals to fill in mealtime gaps, the thing to do is to see that the cereals we do eat count for more than calories only in the diet. On the job to see that just such things get done is the Civilian Food Requirements Branch of the Food Distribution Administration.

On their advice, one of the first national steps taken to improve our cereals, was the compulsory enrichment of bakers' bread. All white bread sold now must be enriched with thiamine, niacin, and iron—food values lost in part in milling.

The amount of vitamins and iron that must be in white bread now is based on the

U. S. Federal Standard for enriched flour. On October 1, this standard will be raised. Then riboflavin also has to be included, and extra amounts of iron, thiamine, and niacin. Homemakers who make their own bread should buy only enriched flour for their baking.

Down South, there's many a person who eats more corn meal and corn grits than he does wheat flour. And even in normal times, there is a high incidence of pellagra and deficiency diseases that come from a lack of some of the same vitamins lost in corn milling.

So under consideration now is an enrichment program for corn meal and corn grits. South Carolina and Alabama have already passed measures making it compulsory that all degerminated corn grits and corn meal sold in these States contain added niacin, iron, and thiamine.

Besides these two basic enrichment programs, many a manufacturer is enriching or restoring his own breakfast cereals. If the cereal is restored it is brought back to the whole grain levels in thiamine, niacin, and iron. If it is enriched, the label will specify to what extent. So read before you buy. Cereals can also be improved by building up the value of their protein. This can be done in a lot of ways—and is necessary because in wartime we depend on cereals for more than the usual peacetime one-third of our protein.

Down in Mexico, where low-income families eat a lot of corn, they also eat a lot of beans. This has been the salvation of many families unable to buy much meat or other animal protein foods. Amino acids which make up the protein in the corn and the amino acids which make up the protein in the beans complement each other. Therefore the protein in the combination is more efficient in supporting life and promoting growth than either one taken separately.

In China, where rice and wheat are the diet's backbone, meat is a holiday treat. But the Chinese have the soybean—and had been eating it for thousands of years. Some drank it as soybean milk, but more ate it as soybean curd, like cheese.

The protein in soybeans, we have found, is practically as efficient as that in meat, eggs, and milk. Furthermore, soybeans can be grown quickly. And soybeans mixed with cereals not only add their own efficient protein, but complement the cereal protein as well.

The Nation's soya bean acreage was upped last year not only for its value as a food, but for its oil, its use in paints, plastics, and glycerine. Up until lately, the soya flour and grits that were produced were barely enough to meet our military requirements and the foods we shipped for lend-lease.

Now, however, the picture is changing. Already some makers of macaroni, pancake flour, and bread have been using some soybean flour as you can see by the labels. By October, soya flour, grits, and flakes will be on the market nationally in family sized packages.

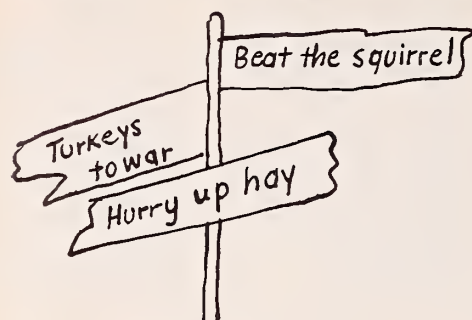
Combining cereals with milk also complements their protein. Bakers do this, as well as add calcium and riboflavin, when they add milk solids to bread. The amount of milk that will be added to bread is not as much as we originally counted on, because our production is limited and the military and lend-lease needs call for about 75 percent of all the dried skim milk we can manufacture.

When you add up the many ways we have to make the most of and improve cereals, if we use our heads there is no reason to fear the effects of the extra amounts of cereals we shall likely eat. And when the food history of this war is written it will show that, once again, mankind turned to grain, his first food, to help him in a pinch.



Gleaming white rice, favorite Chinese cereal, is out, by government decree. It must be served whole, unpolished, vitamins intact, to guard against beri-beri.

GUIDE POSTS



Butter tooth

Youngsters hold buttercups under their chins to see whether or not they like butter. But most of us just like it—and bother buttercups! All we want to know is: Will we be able to continue indulging our butter tooth at the expense of three red stamp points a week?

Dairy specialists nod. The military took half of the butter output during the late spring and early summer—season of high production—but with the coming of fall and a lower output, the Government set-aside is only two-fifths. When winter arrives it will be scaled down even more in order to assure the civilian supply. Peak or valley in milk production, the civilian plateau of supply will continue evenly, so that each of us can be sure of a pound-plus each month.

Pre-Christmas note

Christmas food packages made up by the American Red Cross are now on their way to European war camp prisoners. It takes from 4 to 6 months for the packages to reach their destinations through devious routes from Geneva, Switzerland. Accompanying each tightly packed food parcel is a postcard which the prisoner will sign, adding his identification numbers, so that the Red Cross will know that the package has found its mark.

Each parcel is an 11-pound, three-dimensional jig-saw puzzle, so expertly packed that there is no movement in the carton. Prunes or raisins, a tin of soluble coffee, corned beef, liver pâté, sugar, dried milk, oleomargarine, biscuit, orange concentrate, a packet of cheese, a can of salmon, are wedged in with several packs of cigarettes, two bars of soap, and two of chocolate plus some Christmas items.

Black market "humanitarian"

One Washington, D. C., butcher persuaded those of his customers with unused

red stamps to part with them—because, he said, some of his clients didn't have enough stamps for the meat they needed, and he, out of the bigness of his heart, wanted them to have their fill of meat, stamp free.

Remember? (scenes of yesteryear)

"Consumers in Los Angeles and San Francisco pay more for pork chops than in other cities. The average for the country advanced from 17.6 cents a pound to 19.7 cents from February 15 to August 15."

Consumers' Guide, Sept. 1933.

Nut brown September

If you live in the piñon pine country and the Indians say it's going to be a cold



CONSUMERS' GUIDE

A publication of the War Food Administration, Washington, D.C. Issued monthly.

Editor, Ben James; associate editors, Alice Nichols, Anne Carter; contributing writers, Gean Clark, Virginia Fairfield, Gladys Solomon, Elma Van Norn; art work, Ted Jung.

ILLUSTRATIONS: Cover, Federal Crop Insurance, Consumers' Guide, Farm Security Administration; p. 2, U. S. D. A. Info.; p. 3, Bachrach, U. S. D. A. Info.; p. 6, Irving Kauffman, N. Y. C.; p. 7, U. S. D. A. Info.; 1/2 p. 9, top row, FSA, second row, Federal Works Agency; maps, U. S. Public Health Service; p. 11, Children's Bureau; p. 12, Union Star, Schenectady, N. Y.; p. 13, top, Acme Newspictures, Inc., 2 and 3, P. S. Miller, Schenectady, N. Y. All drawings, Ted Jung.

In this issue

SEPTEMBER 1943 VOLUME IX, NO. 10

Food—basic weapon . . . 2

10th birthday greetings . . . 3

Education for living . . . 4

50 Million dollar lunch
check 7

Sickness is sabotage . . . 8

Today's children—
tomorrow's citizens . . . 11

Count on cereals . . . 14

Guide posts 16

CONSUMER'S GUIDE is printed with the approval of the Bureau of the Budget as required by Rule 42 of the Joint Committee on Printing. Official free distribution, 140,000 copies per issue. Additional copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., 5 cents a copy, or by subscription, 50 cents a year, domestic; 70 cents a year, foreign. Postage stamps will not be accepted in payment.

winter because the trees are loaded with cones, better take a day off and go pine-nutting. Or if tall black walnut trees shade your streets, gather up the brown-staining nuts before the squirrels do. It's a year for domestic nuts. Nut growers say there will be plenty of pecans, almonds, filberts, and English walnuts. But few Brazil nuts, pistachios, and cashews will be brought in on our war-belabored ships.

Let's talk turkey!

A turkey means a lot to every American. But it means a lot more to those Americans fighting overseas because it is a symbol, in a way, of our country. A turkey is a reminder of peace and plenty, just as the American eagle represents freedom. And our fighting men will have that reminder this holiday season, as the tantalizing fragrance of cooking turkey floats over strange terrains.

So your 1943 model turkey will be a trifle late. You'll get it all right, but it won't be ready for a pre-holiday feast. Those that ordinarily would be on your market now are on their way overseas.

Here's haying in a hurry!

Farmer Harry Mathes in Montezuma, Iowa, found himself in a predicament. He couldn't get his hay crop in because his leg was fractured when a horse fell on him. His two daughters and a son did most of the farm work after the accident, and they might have saved the hay by themselves if the rains had not come. As it was, Farmer Mathes got desperate, sent an SOS to the County Agent. Sixty-three volunteers, business men and farmers, responded to the call, did a week's work in an hour and 15 minutes.

The same kind of community action that saved Harry Mathes' hay has kept feed and food from wasting in many localities—and can in yours. County agents act as the clearing-house for such recruitment and placing of labor in connection with the United States Employment Service.

CG News letter

A Wartime Supplement to
Consumers' Guide

September 1943

Rounding up reports from U. S. Government agencies between August 25 and September 24

CANS AND CANNOTS OF HOME CANNING

Point problems have popped up in the home canning picture. If you can foods and want to give them for gifts, OPA says you may do so without collecting ration points if you give away no more than 50 quarts of food during any calendar year for each person in your family. This includes home-canned foods contributed to the local school-lunch program. Blue points, at the rate of 8 points per quart, must be collected for all home-canned foods in excess of this amount.

If you can to sell, you may sell all you want but you must collect 8 blue points for each quart of home-canned food sold. These must be turned in to your Local War Price and Rationing Board, but you do not have to make a written report.

Canning facilities are another problem. OPA says you may use high-school or other community canning facilities for your canning. You may also use the facilities of your local cannery to process food for your family if:

1. You contribute your share to the canning operations.
2. If you are neither an owner nor employee of the plant.
3. If you have used the same commercial facilities before, or if you are canning only fruits and vegetables grown by a member of your group or by a member of his family.

Finally, if some of the "how's" of canning are troubling you or your community canning group, get a copy of the new series of 20 charts in color, entitled "Home Canning." The price is 50 cents and you write to the

Superintendent of Documents, Government Printing Office, Washington 25, D. C., for them.

A booklet on tomato canning is also available. Its title is "Canning Tomatoes," and a free copy of it will be sent you on request from the Office of Information, Department of Agriculture, Washington 25, D. C.

CONSUMERS' CONTRIBUTION TO VICTORY

The Battle of the Home Front is under way. Calculated propaganda efforts by the German radio to persuade Americans to do the very things that would cause inflation in this country were disclosed by the Office of War Information.

Hitler's five "helpful" hints, as given by enemy short wave, are: "Borrow now and buy things; ask for higher wages; make England pay cash for shipments; don't buy bonds; make periodical searches of the houses of the wealthy to see if they have more of this or that than you do."

Counteracting such enemy action is the Home Front Pledge Campaign swinging under way throughout the country. Volunteer civic committees are pledging homemakers and merchants to support price control and rationing. Housewives are signing a pledge that reads: "I pay no more than top legal prices—I accept no rationed goods without giving up ration stamps." This is the opening gun in the Food Fights for Freedom Campaign.

Meanwhile, the Department of Labor announced a drop of 0.8 percent in living costs for city workers from mid-June to mid-July. This was the first substantial decline

since Pearl Harbor and was due largely to cutting back of meat prices by OPA and seasonally lower prices for vegetables.

OWI, in a study on rising costs, released the statement that incomes of more than 20 million persons come from fixed low wages, pensions, or allotments, or meager checks from governmental units. These incomes shrink with every rise in the cost of living.

--Watch for the Home Front Pledge Campaign in your town. Fighting the Battle against Inflation is the consumer's greatest contribution to Victory.

HOW HIGH IS A CEILING?

OPA ceiling prices now cover most foods. In general, there are three main types of retail ceiling prices for food. (1) Flat dollars-and-cents ceilings, (2) community prices, (3) ceilings based on an allowed mark-up over individual retailer's cost.

1. Flat dollars-and-cents ceilings are listed on an official OPA price poster which stores must display. They may be set by zones or on a Nation-wide basis. Examples are pork, beef, veal, mutton (by zone); soap and cleansers (Nation-wide).

2. Community prices are usually published in local newspapers and are available through War Price and Rationing Boards. No dealer may charge more than the community price that applies to his group of stores, and he must post his store's classification—OPA Group 1, 2, 3, or 4.

3. Ceilings based on an allowed mark-up over a dealer's cost are applied in places not having community prices, or on most controlled items not included under the first two types of ceiling prices.

PAY NO MORE

Maintenance, rental, or repair of your oil burner, if it uses No. 5 oil or lighter, should cost you no more than it did in March 1942, says OPA. The ceiling prices for such services are based on those charged by your service dealer in that month to purchasers of the same class.

It's each dealer's job to keep a statement in his place of business where you can examine it, describing the services he offered or sold and the highest prices he charged for those services during March 1942. He is also required to file a duplicate statement with his War Price and Rationing Board.

The consumer's job is to know his dealer's ceiling prices as well as the names of other dealers who can furnish services in his community. Then if at some time his regular dealer can't do the work, some other dealer may be able to.

Help your dealer help you. Don't call him for service unless it's absolutely necessary. Troubles like blown-out fuses, an empty tank, and an incorrectly set thermostat can be avoided if you know how your oil burner works and if you exercise reasonable care. Moreover, you'll save yourself the expense of unnecessary calls and help your dealer do a better job of serving you and your community.

Join with your dealer in the fight against rising living costs. When you need his service make sure he is complying with the regulations which protect both of you. If you have good reason to believe you were overcharged, consult with the War Price and Rationing Board of your service dealer.

Remember, the oil supply is a changing thing due to the fortunes of war. Get the most good out of the oil you burn by keeping your equipment in good condition, insulating your house, shutting off the rooms you aren't using, by weather-stripping doors and windows, and by shutting doors promptly behind you.

If you want to know more about this stretching, you'll find the information as well as an explanation of how fuel-oil rationing works in a booklet called "You and Your Fuel Oil Ration," which was distributed by the local OPA offices along with the latest fuel-rationing coupon book. If you missed getting it, you can ask for one at your local OPA office.

POINTS AND PRICES

Changes in ceiling prices are now in effect and some new commodities have been added to the list. Ceiling prices have been set on packaged potato chips and on new grades of Victory Garden fertilizer that have been made available as a result of the easing of the nitrogen situation. Prices have been upped on cast-iron, coal-fired, warm-air furnaces. Also for Passover matzo products by OPA.

A prohibition has also been issued against selling for human consumption any cuts of horse meat or any horse-meat product other than those specifically priced in OPA regulations.

GOOD NEWS ON THE CLOTHES FRONT

Dressing well in wartime won't be quite as much of a problem this fall and winter as last, thanks to some orders from WPB.

Several million woolen and worsted garments and blankets will be released to civilians this winter as a result of a program arrived at by WPB and the War Department—that is, reducing by 50 percent Army procurements of some of the principal worsted and woolen products during the last 4 months of this year.

You'll also be able to get some slide fasteners due to a recent WPB order which permits the resumption of their manufacture from distress stocks of carbon steel.

Moreover, women's and girl's, children's, and toddler's fall and winter dresses and suits, coats, blouses, and other outer clothing will cost no more than last fall and in some cases less. This is in accordance with an OPA order.

There'll be more shoes for civilians, too. WPB has permitted a 25 percent increase in output of shoes for boys, misses and children, and infants, as well as greater production of men's work shoes. WPB is also following tests made by the National Bureau of Standards on two sole-treatment oil compounds designed to lengthen wearing quality of shoes.

GRADE LABELS COME OFF

OPA has eliminated grade-labeling requirements on a score of maximum-price regulations to conform to the Taft amendment to the Emergency Price Control Act. In most cases, one of the following replaces compulsory labeling:

1. Producers, manufacturers, and wholesalers, under a number of regulations, have the option of marking grade on the invoice, rather than using grade labels.

2. In some cases, a descriptive label is required to indicate the contents of the article, but without reference to grade.

3. In one regulation (rayon hosiery), the retail ceiling, based on specifications, must be shown, but the requirement of grade marking has been eliminated.

Commodities affected are beef, veal, lamb and mutton, variety meats and sausage, butter, eggs, canned fruits and vegetables, dry edible beans, peanuts, bed linens, anti-freeze, rubber heels, southern pine lumber, prime-grade hardwood logs, kraft paper, fine papers, and burley tobacco.

In no case are sellers prohibited from continuing to mark or label proper grades on articles they sell if they wish to do so. Likewise, the actions taken in no way affect the requirements in some regulations that retail ceiling prices be posted.

BASIC SEVEN ON THE AIR

Almost all of us eat now and then, but we don't always eat the right things.

Consumers may not be able to get all kinds of food in abundance, but by substituting wisely among the Basic Seven food groups, they can be pictures of health. To help in the choosing, Consumer Time radio program, broadcast each Saturday at 12:15 p. m. EWT, has arranged an imposing schedule for the near future with experts from Government service giving us the advantage of their knowledge.

In the offing are talks by Judge Marvin Jones, War Food Administrator, who will speak on "The Food Supply Situation"; Marjorie Haseltine, Consultant in Nutrition, Children's Bureau, Department of Labor, who will speak on Group Four of the Basic Seven food groups, milk and milk products; and Dr. Walter Wilkins, author of "Nutrition and You," whose topic will be Group Five, meat, poultry, fish, eggs, dried beans, peas, nuts, and peanut butter. Dr. William H. Sebrell, associate chief, Nutrition and Food Conservation Branch, and head of the chemotherapy department, U. S. Public Health Service, one of the leading research men in the causes and cure of pellagra, will tell of Group Six, bread, flour, and cereals. Miss Marjory Vaughn, nutritionist, will have Group Seven as her subject. This group includes butter and margarine fortified with Vitamin A. The other food groups of the Basic Seven, groups 1, 2, and 3, have already been discussed.

THIS AND THAT

- Good news in the underwear line is that WPB has released approximately 450,000 yards of silk parachute cloth "rejects" for the manufacture of women's underclothing and baby pants.

- You can have your bread delivered if you live in the Eastern gasoline-shortage area, but deliveries have been limited by ODT to four a week.

- Under consideration by the Department of Commerce is the revision of the commercial standards which apply to woven textile fabric testing and reporting. The changes being considered include: The addition of new methods of testing and reporting bursting strength of knit fabrics and colorfastness to atmospheric gases; changes in the methods of testing and reporting for colorfastness to chlorine, dry cleaning, and laundering of rayons, and a new series of methods of reporting on colorfastness to dry cleaning, crocking, perspiration, and pressing.

- Eat heavily of early sweetpotatoes and store the late ones; they'll keep better, say food experts in the War Food Administration. Recent studies show that no vegetable gives you more value per money paid than "sweets."

CONSUMER CALENDAR

- Sept. 1.—Blue stamps U, V, W, Book 2, good through Oct. 20.
- Sept. 5.—Red stamp Z, Book 2, good through Oct. 2.
- Sept. 12.—Brown stamp A, Book 3, good through Oct. 2.
- Sept. 19.—Brown stamp B, Book 3, good through Oct. 2.
- Sept. 20.—Blue stamps R, S, T, Book 2, expire.
- Sept. 21.—A-7 gasoline coupons (4 gal.) expire outside the Eastern shortage area.
- Sept. 22.—A-8 gasoline coupons become valid outside the Eastern shortage area.
- Sept. 26.—Brown stamp C, Book 3, good through Oct. 30.
- All Sept.—Sugar stamp No. 14, Book 1 (5 lb.), good through Oct. 31. Stamps Nos. 15 and 16, good for 5 pounds each for canning sugar, through Oct. 31.
- Period 5 coupons for fuel oil, good for 10 gallons per unit in all zones, until Sept. 30. New period 1 coupons also valid at 10 gallons per unit.
- A-6 gasoline coupons (3 gal.) good in 17 Eastern States and District of Columbia through Nov. 21.
- Tire-inspection deadlines: "A" card holders, Sept. 30; "B" card, Oct. 31; "C" card, Nov. 31.
- Shoe stamp No. 18, Book 1, good for one pair of shoes through Oct. 31.

CG News Letter

September 1943

Published by the Department of Agriculture in cooperation with the Office of War Information, Washington, D. C.
Prepared by Food Distribution Administration

000

Reserve
1.94
Ad 22c

LIBRARY
CURRENT SERIAL RECORD
OCT - 6 1943
AGRICULTURE

October 1943

Consumers' guide



We've never eaten more . . .	2	If you can't use it—Swap it!	12
A sticker on your window.	3	Grease the way to victory.	14
War on waste	7	Guide posts	16
Order of the day	9		

ILLUSTRATIONS: Cover and pages 3 and 4, Columbus Ledger-Enquirer; p. 5, Food Distribution Administration; p. 6, Food Distribution Administration and Bureau of Human Nutrition and Home Economics; pp. 12 and 13, PM; pp. 14 and 15, Walt Disney in "Food Will Win the War."



We've never eaten more

ROY F. HENDRICKSON

Director, Food Distribution Administration

Now that we have full employment, it is important for all of us to notice what this does for food consumption and agriculture.

For many years—particularly during the surpluses of the thirties—many people were convinced that domestic food consumption could not be expanded because the size of the human stomach was limited.

In the middle thirties, however, several careful studies were undertaken which brought evidence that many people were not filling their stomachs. We learned that poor people were eating only one-half to one-third as much of all foods, except the staples, as middle-income families. Middle-income people in turn were buying much less than the upper-income groups.

Some persons concluded that there was a tremendous potential demand for food if low-income people could eat as much as middle-income people—but it was still only a theory.

That theory has been proved beyond the shadow of a doubt in the forties for in 1941 we consumed more food than at any other time in our history; a new high record was established in 1942, and early 1943 demonstrated a further increase, clearly proving that there is a tremendous demand for food when people are fully

employed and have more nearly adequate incomes.

Before meat rationing went in, we were eating 13½ percent more meat than we ate before the war and even our present allocation permits nearly five percent more. We are drinking 20 percent more milk than we did even in 1941 and more than 25 percent more than we did before the war. Last year we set a new egg-eating high. This year we are topping that record by another 8 percent. Before the rationing of canned fruits and vegetables, we were eating 23½ percent more of this food than we did before the war. And so it goes.

For many foods—particularly meats, dairy products, poultry, and fruits—it is abundantly clear that even with record consumption achieved, all civilian food demands have not been met. It is safe to say that even if we had not had to supply our military forces—and that is war food job number one—and help our allies, domestic consumers would have had no trouble in exceeding their own records

and in using practically all the tremendous supplies that were distributed for direct war use.

That record is something to think about now and to keep clearly in mind for the post-war period. We have had a complete demonstration of the fact that we can have a prosperous agriculture and a well-fed Nation if we can get to people all that they would like to eat.

During wartime it isn't essential that we achieve new records of civilian consumption of food—it is far more important that we have adequate food to assure us that our nutritional needs are met. We can sacrifice some variety and most of the luxuries, and reduce our consumption of some foods without danger and with the advantage that these sacrifices assist the war effort. With rare exceptions people are glad to do this.

But after the war some factors will change. Many farm people will be returning not only from the military services but from urban jobs which they have filled while city residents were away with the armed forces. The productive capacity of the farms in terms of manpower will be substantially increased, and machinery will have been improved and will be available in greater quantities, too.

In short, we will have a potential capacity to produce on farms which will be extremely large even after some reduction in acreage planted to crops is made in recognition of the needs of soil conservation. The problem is going to be to maintain full employment, not only on the farms which are dependent largely upon the consumers in cities and towns but in the cities and towns, so as to provide the incomes which make effective demand for food and the ability on the part of the consumer to satisfy his wants.

The solving of this problem is one of the post-war challenges which no one with hopes for a better post-war world should neglect to consider.

Roy F. Hendrickson

CONSUMERS' GUIDE *Issued monthly.*

A publication of the War Food Administration, Washington, D. C.

Editor, Ben James; associate editors, Alice Nichols, Anne Carter; contributing writers, Gean Clark, Virginia Fairfield, Gladys Solomon, Elma Van Horn; art work, Ted Jung.

CONSUMERS' GUIDE is printed with the approval of the Bureau of the Budget as required by Rule 42 of the Joint Committee on Printing. Official free distribution, 140,000 copies per issue. Additional copies may be obtained from the superintendent of Documents, Government Printing Office, Washington, D. C., 5 cents a copy, or by subscription, 50 cents a year, domestic; 70 cents a year, foreign. Postage stamps will not be accepted in payment.

A sticker on your window

And a pledge to fight Inflation and Black Markets on the Home Front. Here's how one American city cut living costs. Your city can, too.

Every minute, the mayor of Columbus, Ga., grew more impressed. The 179th Infantry Band from Fort Benning played "America." Then there was a prayer and some speeches and congratulations, and all the time those two thousand and more housewives out there in the audience were waiting.

A spokesman for the merchants of the city, and a spokesman representing labor, pledged support. A WAC, a WAVE, a Marine, and an Army Nurse, each described the work of her branch of the service. Some pretty girls modeled war fashions. And still the two thousand housewives waited.

Finally, the main speaker stood up at the microphone. She was a small, gray-haired lady, a noted authority on southern fried chicken—a right good cook, in short. And she did the job. She talked straight to the heart of that audience. "The apron is your uniform," she told them, "wear it proudly . . . and use the skillet as your weapon."

And now the women of Muscogee County were moving to their feet, raising their right hands, repeating the pledge: "I will pay no more than top legal prices. I will buy no rationed goods without giving up ration stamps."

The mayor glanced at the vice president

of the retail merchants' association and the labor representative. They were listening, thoughtful and impressed.

"History," thought the mayor, "is being made in Columbus." And so it was.

Something as important as an old-fashioned town meeting was taking place that day, as two thousand housewives gathered in Bradley Theater to pledge their support of price control and rationing. Cooperative democratic action was working effectively to fight inflation.

"We cannot allow prices to rise without control," one of the speakers at the rally told the housewives. "It will result in a disastrous economic collapse after the war."



Pledging to support price control and rationing, these Columbus housewives open the first campaign of its kind in the country.

The women can and must prevent inflation. Armies and navies cannot do it, but housewives and merchants can."

The mayor of Columbus was deeply moved. He stopped at a telegraph office, after the rally was over, and sent three wires: one to President Roosevelt, one to Prentiss Brown, and one to the regional director of OPA in Atlanta. They read:

HOME FRONT PLEDGE RALLY HELD IN COLUMBUS WAS OVERWHELMING SUCCESS. THIS IS THE KEY TO PRICE CONTROL AND RATIONING. WOULD SUGGEST THESE MEETINGS BE HELD THROUGHOUT UNITED STATES IMMEDIATELY. THIS IS THE GREATEST THING THE OFFICE OF PRICE ADMINISTRATION HAS EVER ATTEMPTED IN MY OPINION.

RESPECTFULLY, W. G. BRIDGES,

MAYOR, COLUMBUS, GEORGIA.

Columbus was one of the first cities to stage a Home-Front Campaign to hold down the cost of living and combat black markets. Earlier in the summer, the people of New Orleans organized a drive, as a sort of trial run, to see what could be done in fighting inflation. Housewives and merchants pledged support, and within a short period, the cost of living dropped nearly 6 percent.

From then on, the campaign swept across the country. Columbus led the attack. The steel city of Gary, Ind., put its 3,000 air-raid wardens to work, not only on black-outs, but also on a house-to-house canvass to sign up people for the Home-Front Pledge.

South Bend, Ind., signed up 90 thousand pledges and pasted up as many stickers in a whirlwind campaign. In Texas, 850 motion-picture theaters agreed to show a film on black markets and set up booths in their lobbies where patrons could sign pledges. Radio stations made spot announcements several times daily.

Volunteer fire wardens in North Kansas City, Mo., took over the drive and signed up thousands of housewives. In Independence, Mo., the school teachers took control, and students worked as block organizers to sign up merchants and housewives. In Phoenix, Ariz., the Advertising Club sponsored the drive. In San Diego, Calif., labor groups took charge, with full cooperation from press and radio. San Francisco's Junior Chamber of Commerce managed the campaign in the Golden Gate city. In Spokane, Wash.,

the American Association of University Women took over the drive.

The Home-Front Pledge Campaign is a simple, direct effort on the part of a community to "hold the line" against rising living costs and to assure a fair share of food for everyone through rationing. It takes quite a bit of pre-planning to make the campaign run smoothly. The Community Service members and the Price Panel members, of War Price and Rationing Boards, with full cooperation from OPA officials, usually begin the campaign in a town or city, and it quickly snowballs into a civic enterprise that reaches every home.

Any responsible civic group can take on the job of running the campaign, with the help of Price Panel and other OPA people. All they must do is start a movement in their city for housewives and merchants to make and keep this Home-Front Pledge:

I WILL PAY NO MORE THAN TOP LEGAL PRICES.

I WILL ACCEPT NO RATIONED GOODS WITHOUT GIVING UP RATION STAMPS.

In a radio broadcast not so long ago, President Roosevelt said: "No line can be drawn to divide the Battle Front from the Home Front."

The job for civilians has been easy up to now. But the Home-Front War has started.

How It's done

Columbus, Ga., fired one of the opening guns, when it staged its Home-Front



Mrs. S. R. Dull, noted cooking authority, leads the Columbus Home Front Pledge, while Martha Bumpas, dressed like the model housewife lifts her right hand.

Pledge Rally. The campaign was a community-sponsored affair, springing from the citizens' desire to wage an aggressive fight against rising prices.

Columbus, Ga., is your town, my town, our town. It's a city of 92 thousand people, and its center of interest right now lies on its outskirts—in Fort Benning, the world's largest infantry school. Here paratroops are trained, officers' candidates go through rigorous routines, and other military maneuvers take place, all having tremendous impact on wartime living in Columbus. There are greater demands for food, clothing, and shelter. Even before other cities felt it, civilians in Columbus were trying to adjust their budgets to higher prices and higher rents.

Price control and rationing came as welcome bulwarks against the rising tide of living costs. The people in Columbus read about it in the newspapers. They looked for ceiling prices in the stores. And then some of them began to complain.

In Columbus, like many a city where rapid wartime growth has put heavy demands on supply, there were violations of ceiling prices and rationing. There were housewives who were demanding—and getting—more than their share, paying a higher price to get what they wanted. There were some storekeepers who found in these demands a chance for extra profits and were taking business away from the merchants who were playing the game by the rules.

Well, the housewives and merchants got together, and found that plenty can be done about ceiling price violations. They know now that when they are overcharged the first thing is to talk to their retailer. If that is unsatisfactory, they report the overcharge to the Price Panels of their local War Price and Ration Boards. These boards, made up of civic-minded people in the neighborhoods, investigate complaints, clear away misunderstandings between storekeepers and consumers, and those relating to Government regulations. Whenever real violations occur, the cases are turned over to OPA enforcement officials.

So far, so good. But what if people don't complain? What if they just pay higher prices and are glad to get the food or commodity, whatever the cost? OPA can't force a store to sell to everybody who comes along. Storekeepers have the right to serve their steady customers first. And if those steady customers are willing to pay more than they should, why, well—bring on inflation!



Housewives everywhere are pasting the pledge on their windows, and *keeping it*.

The only way to do anything about people like that is to put pressure on them, the pressure of public opinion. And the only way to organize public opinion is by getting together with neighbors and talking things over and taking a stand—or a pledge.

Though the OPA Field Office Director and the advertising manager of the newspaper carried the responsibility for publicizing the Home-Front Pledge Campaign in Columbus, it was definitely a community project.

A week before the big public rally, 60 leaders from 38 women's clubs attended a meeting to pledge their cooperation in getting their members to attend. They also pledged a continuing education program for their clubs to impress upon members the importance of checking prices, keeping the Home-Front Pledge, and stamping out black markets.

A hundred and fifty storekeepers also attended a preliminary planning meeting at the county courthouse, and heard the District Price Panel coordinator explain the whys and hows of price control, and the responsibility of merchants in making it work. They aired their problems and were given answers to the perplexing questions troubling them.

After the meeting, the merchants stood around in groups in the hot, stuffy court-

room. One overheard such remarks as: "I thought, at first, this whole plan was to line up consumers against merchants. I can see now it is as much for our protection as for our customers. Black markets and inflation could ruin us all."

The merchants not only pledged support, they set out immediately to help put over the campaign. They ran page after page of advertising in the two daily newspapers, the tone of which was: "We are cooperating with OPA in keeping prices down, and urge our customers to do so, too." In all the ads, the Home-Front Pledge was used. Around 125 merchants arranged window displays built around the pledge. Merchants also gave baskets of unrationed foods which were used on the Quiz program at the big meeting in Bradley Theater.

The rally was attended by 2,200 persons, and 500 were turned away. Women began arriving at 6 a. m. and by 8 a. m. (1 hour before the meeting opened) the lobby of the theater was jammed. The audience included not only people from Columbus and Muscogee County, but between four and five hundred came from 22 outside counties, some as far as 100 miles away.

The speeches at the meeting centered largely around the duties and functions of the War Price and Rationing Boards and the Price Panels. Also, the house-

wife's responsibility in: (1) Supporting the work of the Board and Panel. (2) Checking ceiling prices. (3) Reporting violations. (4) Abiding by the rules of price control and rationing. (5) Waging an aggressive battle against rising costs, with the housewife's pledge as the necessary weapon.

Every speech and even the entertainment features were keyed to the central theme. Questions on the Quiz program, which was broadcast over the radio, brought out important information on price control. The fashion show demonstrated ceiling prices on clothes.

The main speaker, an authority on southern cooking challenged the housewives to use all their ingenuity to make the most of available foods, to dress up the good substantial foods (such as black-eyed peas) that are plentiful, to use substitutes and extenders proudly and gladly, to can and preserve all the food possible ("Remember," she punned, "American ends in I CAN.") And she ended by pleading with the housewives, not to be selfish or greedy, not to try to get more than their share.

Then came the follow-up activities, probably the most important part of the campaign. Schools, women's clubs, merchants' organizations, and Price Panels all participated in spreading the Home-Front Pledge throughout the city.

Six booths were set up in Columbus on the day of the rally, where women could sign the Home-Front Pledge. The booths remained open for several days, and did a rushing business. Then the house-to-house canvass began, thoroughly covering the city. The Office of Civilian Defense and the Parent-Teacher Association conducted it.

On the day following the rally, the War Price and Rationing Boards and the Price Panels were besieged with telephone calls and personal visits from consumers reporting higher-than-ceiling prices, and from retailers seeking information.

Now all up and down the streets of Columbus, the windows flash red-white-and-blue stickers. They show a housewife with her right hand upraised, and they bear the legend:

**I pay no more than top legal prices.
I accept no rationed goods without
giving up ration stamps.**

Columbus is fighting the Home-Front War.

What's your town doing?



1



2



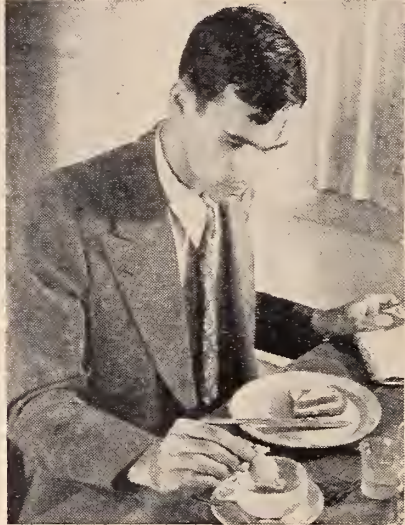
3



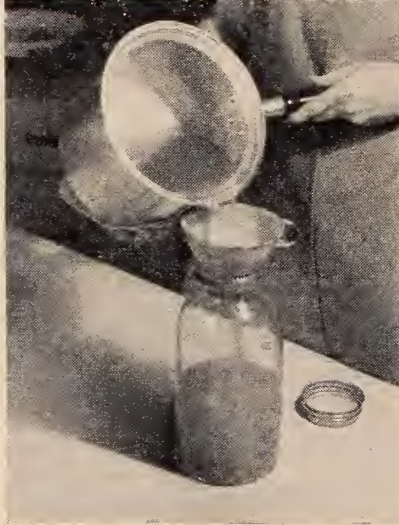
4



5



6



7



8



9



10



11



12



13



14



15



16

War on waste

Food preparation, purchasing, and even table manners play a part in our tremendous garbage pail losses.—Ways to save.

“Don’t tip your soup plate.”

“Leave some for Mr. Manners.”

That’s what we used to say back in the days when we grew more than we ate. Now Mr. Manners is a changed man. His code is a new one, a food-saving one.

It’s about time, too, for food is vital stuff these days. It’s the warp and woof of victory. On it depend lives and liberty.

We can’t grow more, but we can waste less. Right now the waste line in our homes runs to 15 percent of all we buy. That’s an average of three-fifths of a pound a day for every person in the United States. As much food as we fed our armed forces and Lend-Leased to our Allies in 1942! Enough food to feed every man, woman, and child in the country for 6 weeks!

With these facts spurring us on, we’ve adopted a new code of manners. Now Johnny is encouraged to pick up his chop bone and gnaw off the last shreds of meat. Little Susie tips her soup bowl and eats those last 2 or 3 spoonfuls that used to go to waste. And guests aren’t embarrassed by being handed a plate piled so high with food that they can’t eat it all.

Dunking has become as fashionable as the bustle once was, and a lot more practical. The new rules say that if there’s gravy or vegetable juice on your plate, it’s entirely proper to sop it up with a piece of bread.

Another new rule in the manners book applies to grapefruit. Pick it up and squeeze it; get it dry. For a cup of grapefruit juice will supply a whole day’s need for vitamin C. If you skip the squeezing you may waste as much as $\frac{1}{4}$ of what you paid for the fruit.

Garnishes come in for their share of the rules. They’re rich in vitamins and minerals, and when you push them aside you’re pushing away what you must have every day for health.

Mr. Manners isn’t the only guilty party either, along waste lines. Witness the bits of butter, the tops of vegetables, the pieces of bread, the left-overs that find their way into the Nation’s garbage pails instead of it’s dinner pails. It’s the skillet wielder who’s to blame for those.

Bits of butter and other fats should be saved for frying. And when they get too discolored and old for that, they can be

turned into the salvage campaign. The Government needs all the fat wasted in our kitchens each year, an estimated total of 200 million pounds, to keep on making ammunition. Right now it is getting about one-half of that total—an average of 100 million pounds a year, between 8 and 9 million pounds a month—and it isn’t enough. Fat is used to make glycerine and just 1 pound of waste fat will make enough glycerine to fire 10 rounds from a 50-caliber airplane cannon or to make a half pound of dynamite for demolition work.

Vegetable tops and outer leaves are important, too. In many cases they contain more vitamins and minerals than the inner leaves. The tops of celery and onions make tasty additions to salads, soups, and stews. So do the chopped outer leaves of cabbage. Outer lettuce leaves can be chopped and used in salads or served wilted with a bit of bacon fat. Wasting the tops of beets means you’re throwing away 22 percent of their weight, not to mention food value. They make an excellent dish on their own, as do turnip tops, when cooked with a piece of salt pork or in ham water. Roast drippings add new flavor to vegetables. Fruit rinds make fine jellies and preserves. Bones from roasts and poultry make good soup.

Bread is something else we waste in great quantities. If every family in the country wasted only one slice a week, and the real waste is greater, this would amount to 100 million loaves a year. Make every bit count. Keep it from getting stale and molding by storing it in the refrigerator. Save left-over slices, dry in a slow oven, grind, and use the crumbs in stuffings or to top off a scalloped dish.

Then there’s pot waste. That falls in the realm of food preparation, and there’s a lot the homemaker can do to put an end to it. When you must pare vegetables, pare them thin. Peeling potatoes, the experts say, results in a loss of from



1. Correct storage of opened packaged food is what this young lady is practicing.
2. Peas like other vegetables, should reach the table as these are doing, in the small amount of water in which they have been cooked.
3. Foods stay freshest in a well-ordered refrigerator like this one.
4. This is how your refrigerator shouldn’t look if it is to keep foods from spoiling.
5. Potatoes, like many vegetables, deliver all their vitamins and minerals when cooked as these are in their skins.
6. Dunking your toast is good manners now. Here a gentleman “dunker” enjoys his.
7. Nutrients put by for future use is what you have when you store vegetable cooking water like this.
8. Buying bruised fruits and vegetables and cutting out the bad spots mean food and money saving. Here a young homemaker goes to work on some peaches.
9. This is the way to salvage burned toast. Scrape and grind into bread crumbs.
10. Salad makings stay fresh and crisp when stored like this.
11. Pouring fat down the drain means wasting ammunition. Save it, use it again.
12. Canned vegetables keep their nutrients when cooked, like these snap beans, in their own liquid.
13. Get all the good of vegetables and fruits by chopping them for salads as this cabbage is, just before serving.
14. Dickie’s drastic measures with his soup bowl aren’t for us, but we can tip the bowl to get the last spoonful.
15. Store your fresh meat this way, clean, cold, and covered.
16. Bits of butter should be saved for cooking, not scraped into the garbage pail as this housewife is doing.

one-tenth to one-fourth of their weight, more of their vitamins and minerals.

Many foods are just as good raw as cooked, and add up to more vitamins and minerals. When serving them chopped raw in a salad remember to do the chopping only just before serving. Letting them stand in the air means a vitamin and mineral loss. The same thing happens to vegetables allowed to stand in water before cooking. In that case the nutrients are leached out.

As for the cooking procedure itself, vegetables retain more of their vitamins and minerals if placed in a small amount of boiling water and cooked quickly. If there is any water left, save it and use it in soups, stews, and vegetable juice cocktails. It makes a good addition to gravies, and sauces, too. Above all, the nutritionists say, don't throw it away. The kitchen sink is often the best-fed member of the family because of this practice.

Don't let your food go up in smoke. The scorching or burning of food can be avoided if you watch what you're cooking. If a pan of food does scorch sometimes it can be saved by transferring it immediately to another saucepan, leaving the burned part adhering to the bottom of the first one. Burned toast can be scraped and ground into bread crumbs.

Next there's purchasing to save. Don't insist on prime grades if you're going to use the food right away. Bruised spots can be cut out and usually the fruits and vegetables so marred cost less.

Last, but not least, there's planning to save which many homemakers are prone to overlook. Plan your meals ahead. Make menus up for a week or at least several days ahead. Keep the Basic 7 food groups in mind and make sure your meals are balanced, contain at least one food from each group every day. Know your family's exact needs before you buy. For example, if your family will eat a pound of string beans at a meal, don't be greedy and buy two. That extra pound will mean a left-over to be planned for and used up, when you could be getting something fresh into that meal instead. Plan your menus so that you can take advantage of seasonal surpluses. Take the weather and your family's activities for the week into consideration when you plan.

It all adds up to a big job for the aproned fighters on the kitchen front. A job of time, patience, and skill, but the Nation's home-makers are pitching in with a will to win.

What's your score against food waste?

Here's a chance to pit your wits against those of your friends. If you can answer half of these questions, you're good. Right answers on two-thirds or more of them and you're a quiz whiz. See page 16 for correct answers.

1. Estimates made from a garbage survey in 247 cities indicate that, if you are an average American, you toss away pounds of food each year.

55 125 225 355

2. If you throw away the ends of a bread loaf, what fraction of the loaf do you waste?

10 percent 5 percent 3 percent 1 percent

3. If every family burned or let mold just one slice of bread a week enough would be lost in a year to make loaves.

50,000 100,000,000 100,000 500,000

4. A pound of waste fat will make enough glycerine to fire 37 mm. anti-aircraft shells.

$\frac{1}{2}$ $2\frac{1}{2}$ 4 6 $8\frac{1}{2}$

5. If you shop only on week ends and pinch fruits and vegetables you don't buy, you contribute to a waste of perishables in stores amounting to more than \$..... a year.

\$3,000,000 \$75,000,000 \$10,000,000 \$25,000,000

6. Every month WPB asks housewives to turn in 16,667,000 pounds of waste fat. In June, ... pounds were turned in.

16,534,200 4,564,318 17,435,000 8,646,605

7. Fifty million meals a day are served in public eating places. What's your guess as to the number of meals for soldiers the food scraped off the plates would make?

50,000 1,000,000 3,000,000 5,000,000

8. If you peel potatoes fast, you may cut away from one-tenth to one-fourth of their bulk and with the skins you throw away valuable:

Vitamin C—Iron Vitamin A—Calcium Vitamin B—Phosphorus

9. If every housewife in the United States saved a tablespoonful of fat every day for a week, enough would be saved to make pounds of explosives.

500,000 9,225,000 22,750,000 28,450,000

10. How much waste fat does it take to make enough glycerine to fire a shell from a 12-inch naval gun?

50 pounds 200 pounds 350 pounds 400 pounds

11. If manners prevent you from squeezing the juice out of your grapefruit rind, you miss out on an average of of juice.

1 to 3 tsps. 4 to 7 tsps. 8 to 11 tsps. $\frac{1}{2}$ cup

12. Only one of these food parts we usually throw away is inedible. Which one?

rhubarb tops turnip tops beet tops
celery tops cucumber rinds

13. Since spoilage is one of the great factors in food waste, which, would you say, is the month of greatest food waste?

January April June August October

14. Fat must be used only once in the kitchen if it is to be good for making glycerine. True False

15. Hidden waste is garbage kept under cover. True False

16. If each of us left dabs of butter adding up to half an ounce a week, we wasted enough to supply our armies last year. True False

17. Soda should be added when you cook vegetables to keep the good green in. True False

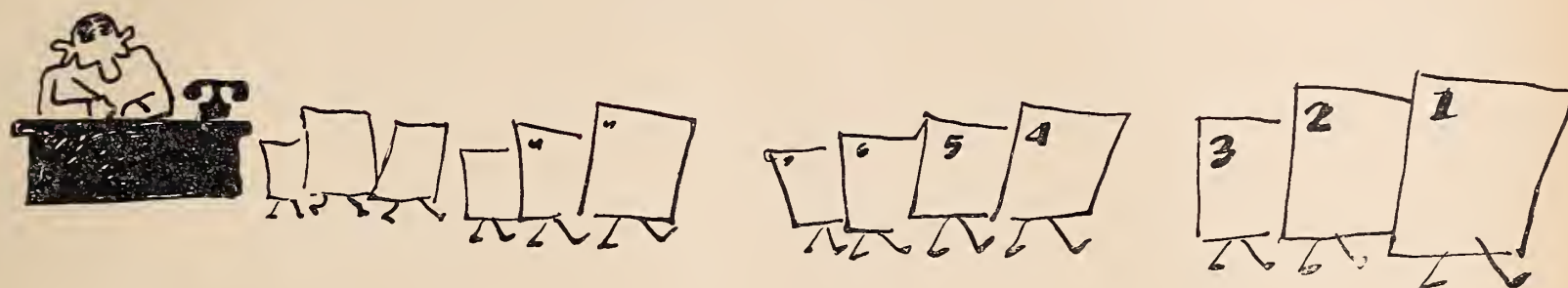
18. Vegetable cooking water is food too. When it is poured down the sink vegetable goodness is lost. True False

19. Vitamins can vanish and food won't show it. True False

20. We wasted as much food in 1942 as we used for our armed forces and Lend-Lease. True False

Order of the day

Washington's War Food Administration calls the signals that direct food traffic to our armed forces, our Allies, and your grocery store.



There are all kinds of orders of war these days—orders flashed to plane plants for a thousand bombers, orders barked by captains to advancing troops, admirals' orders radioed from the bridge of a flagship to the ships of a battling task force—all vital, dramatic orders.

There's another kind of order. A food order. Not the one you turn into the grocery store, but one that affects each one of us as directly as any order issued on the war front.

A food order can be simple—or so complex that only a bevy of lawyers girdling an oak table can understand it. When carried out it can cover—with food—the water front, the desert, our great stretching plains—or Australian and Sicilian lanes. It can buy food for thousands working in distant, new war plants, and get canned milk to babies in every cross-roads village.

What, exactly, is a food order?

It's a printed paper defining terms, describing products, telling what is to be done with those products and how. It is authorized by the War Food Administrator, who was handed "full responsibility for and control over the Nation's food program" on December 5, 1942 and March 26, 1943, through Executive Orders, Nos. 9280, 9322, and 9334. And from those Executive Orders of Mr. Roosevelt have come and are coming in a parade the war food orders that made more federally inspected meat available; that have allotted druggists 10 pounds a month of fat extracted from sheared wool; that have prevented people like Tish from using raspberries for

raspberry cordial—or from using apples for Apple Jack. They have been responsible for dry-curing sweetpotatoes in the fall so that you could have them in February; they have distributed the magic vegetable—the soybean—both at home and abroad, in the forms of oil, plastics, soups, flour, meat-extenders, and cattle feed; they have set aside milk for babies and taken away canned sauerkraut from all of us; they no longer limit the buying of dehydrated sweetpotatoes and carrots to Government purchasing because there is enough for all buyers.

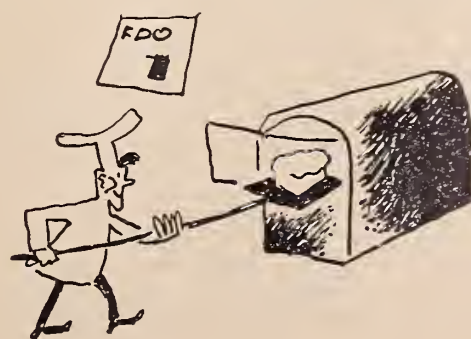
The printed sheets signed by the pen of the War Food Administrator may be: First, an order of war which keeps supplies moving to the front lines; second, one which balances supplies of foods so that you out in Crescent City, Calif., and you in Liberal, Kans., can have an equal chance to buy dried prunes and a pound of butter at your grocery store; or, third, one conserving labor and vital war materials, and eliminating waste. All three items may be combined in one order.

But whichever the Food Distribution orders are, they have undertaken to exercise with deliberate care, courage, and

tact the "responsibility" given the War Food Administrator by the President.

It has been an enormous responsibility. Just bread alone is something to be held accountable for. The bakers and the men in the Grain Products Branch of the Food Distribution Administration knew that when they drew up the first food order, the Bread Order, for the Food Administrator's signature. They measured vast supplies of wheat, sugar, fats, milk solids, vitamins, paper, wax, machinery—and the health of the people. They found that we were losing $4\frac{1}{2}$ million pounds of shortening, $5\frac{1}{2}$ million pounds of milk solids (the nutrients in skim milk), and 6 million pounds of sugar through the bakery system of consignment delivery. A truck would drive up to a grocery store, and the driver would unload fresh bread and carry back the grocer's unsold loaves of the day before. If this stale bread was not then sold as day-old bread, it was fed, as a general rule, to animals—or burned. Pile up those millions of pounds, pound on pound, in your imagination, and see the mountains of irreplaceable human food that were saved by writing one food order which prevented consignment selling of bread!

But more than this, the Bread Order fixed minimum requirements of vitamins, minerals, milk solids, and fats that should go into white bread, enriching it. With more people eating more bread, that bread had to be, in truth, the Staff of Life. Then in July there weren't enough milk solids in some sections to meet the order's minimum of three parts of milk solids to 100



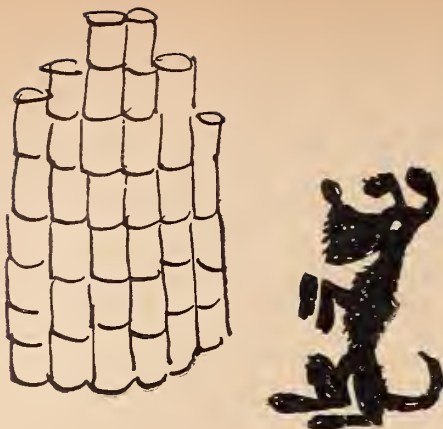
parts of flour, so an amendment was signed by the Food Administrator taking out that minimum requirement and, leaving the bakers free to use what solids they *could* get. Homemakers needn't worry, however, about a let-down in standards. Other measures will assure the best nutrition possible in our most basic food.

The Bread Order illustrates the three purposes of food orders. It helps reserve fat, milk, and sugar supplies for the front lines; it makes certain that all of us who eat white bread have the same essential nutrients; and it conserves labor by cutting out fancy breads and rolls, saves vital war materials used to make and distribute them, and spectacularly cuts food waste.

Millers have helped establish new standards, too, for "enriched flour." Previously, 85 to 90 percent of the family flour sold was enriched to some degree; now all millers producing enriched flour will be required to add the following milligrams per pound of flour:

	Milligrams
Thiamine.....	2
Niacin.....	16
Riboflavin.....	1.2
Iron.....	13

Here are bread and flour orders helping to establish standards and to keep a steady stream of food flowing to the home and war fronts. But how do such orders get started? Well, when the need for an order or an amendment arises, the branch of experts handling a particular food or commodity, together with the industry involved, recommend that such an order be issued to the Order Review and Clearance Committee, which goes over the needs and the purposes to be accomplished, and over the technique of operation of all the orders. Upon approval by the committee it is drawn up. For instance, when it was found by manufacturers that America's pet



dogs and cats were suffering from lack of red ration stamps, the Grain Products Branch, with the help of the representatives of the pet-food plants, drafted an order providing for a bigger production of pet foods. As the result of this order, No. 58, four times the amount of animal food is now being produced than was manufactured during the last 3-month period of 1942, with less meat.

This order was first recommended by the chief of the branch to the Order Review and Clearance Committee. Then it was approved by the Solicitor's office of the Department of Agriculture, and sent to War Food Administrator Marvin Jones who signed it on July 1. After that date, dog owners ate with a clear conscience, even under the pleading eyes of their pups, knowing that Pluto was scientifically provided for in a food order.

Among the foods most necessary for civilians, our fighting men, and those of our Allies are dairy and poultry products. These foods have to be regulated for long-time as well as emergency use. The Dairy and Poultry Branch carries a great part of the responsibility of orders covering these foods. Too much depends upon a gunner or a pilot or a skilled riveter's daily ration of egg, butter, cheese, and milk to be capricious about this river of supply.

The branch men have to know just when to divert it into civilian channels, just when to dam it up as a reservoir for military purposes.

As a result of this objective planning consumers have had a few annoyances. They haven't been able to buy milk in less than quart bottles; they have to put a 3-cent deposit on all milk bottles; they can't ask for an extra quart of milk from the milkwoman when an unexpected great-aunt arrives; or buy a daily half-pint of thick whipping cream for desserts and salads that would bring a gleam to Dad's gourmet eye. But on the other hand, consumers know that the cream and the extra milk are going into cheese and butter and dried and condensed milk for our gigantic oversea war menus. The whipping cream alone diverts nearly 2 million pounds of milk to more urgently needed dairy foods. But we get our share, we consumers. The Dairy Branch worked out an order which keeps civilian supplies of butter and cheese at an even level throughout the year, adjusting Government buys to the monthly production. During the flush season of May, June, and July, there was enough milk and cream for a high Government set-aside in butter and cheese, but when in August and September supplies tapered off, the order provided that Government buying should taper too.

One of the early orders, No. 8, directed the ice cream industry to cut its use of milk and milk products for civilian ice cream to nearly two-thirds of that used in the previous year. There was an estimated saving in milk from this order to make 97,500,000 pounds of butter and 68,000,000 pounds of dry skim milk! As a result we had more sherbet and less ice cream during those hot, dog days.

The Poultry Branch estimates that there will be approximately 5 billion dozen eggs for our many uses. And out of every



Civilian



Military Lend-lease other

dozen we civilians will get $8\frac{1}{2}$ eggs; our fighters will eat 1 and a fraction eggs; Lend-Lease, $1\frac{1}{2}$ eggs in dried form; and "Others"—our territorial possessions and friendly nations—will divide the part of the egg that's left. This past flush season our little red hens and white leghorns have surpassed themselves, but there were more egg eaters. Therefore, through a food order hungry egg eaters got the eggs as they were laid. Those eggs already in cold storage were kept there, and were released only to Government buyers for dried egg processes. This prevented holding and cornering of the fresh egg market which would have resulted in disastrous speculation.

One of the interesting poultry orders was the turkey order, No. 71, which prohibited the sale, purchase, or processing of live or dressed turkeys except for military use. Our boys will eat turkey during American holidays in strange lands because of No. 71.

The orders that affect our supply of fresh, canned, and dried fruits and vegetables usually set aside a share and sometimes all of the processed products for Government purchase, that is, for military and Lend-Lease. This means that civilians usually eat seasonal and abundant local fruits and vegetables. For example, when the shortages of pears and peaches showed up this past summer, everybody wanted to buy up whatever there were at whatever prices were asked. There was an abundance of Bartlett and Buerre Hardy pears and clingstone peaches in the three West Coast States. The Government moved fast to take up the surplus of these fruits which probably would have been scattered and sold for fresh consumption on eastern markets. As it was, they were processed as canned, dried, or frozen for our fighters—and for us.

The same thing was true of last season's record crop of citrus fruit. Order No. 3 was issued reserving the production of all citrus juices, except unconcentrated grapefruit juice, for purchase by the Government. The order also prohibited canners from selling unconcentrated grapefruit juice during January, February, and March when fresh grapefruit in large supplies was on the market. Then when the seasonal low in grapefruit came on, the canned juice was released.

It is easy to see that there is a constant shifting of supply and demand, and that the job of adjusting the two across the



broad expanses of our land is difficult—difficult because the whole supply depends upon nature. We haven't learned to control her yet.

We all remember the weeks in early spring when an Irish potato was as much of a rarity as a water hole in Death Valley. Then the early summer crop came in like a flood, swamping the markets. The weather had been wet, and the potatoes were watery enough so as not to lend themselves to dehydration very well. That meant the Fruit and Vegetable Branch had to get busy with some tall planning. Immediately we were encouraged to eat this nutritious vegetable. What was left of the surplus crop was purchased by the Government. More than half went to canners for 3 million cases of potatoes for our Army—which means less KP duty for some—1,000 cars were made into starch, the same amount went to institutions, and the other potatoes were dehydrated or stored. Much of the starch went into balloon and parachute cloth and airplane fabric. Had farmers been left to bear the full brunt of this caprice of nature, they wouldn't have wanted to plant potatoes next year. And we must have potatoes. The British say there is more food value in an acre of them than in any other crop.

As for meat, civilians get three pounds out of every five. But those three have to be regulated, or all the slaughtering would pile up during the high production seasons—after the fall round-up for beef,



during the winter months for pork, and in the spring for lamb. Through an August food order, No. 75, the regulation of this slaughter was governed from each of the seven regional offices of FDA, rather than from Washington, thus making the supply of meat more flexible.

One of the interesting sidelights in food orders came from wool, that offshoot of the livestock business (or vice versa). The order deals with "Indian traders." You think of an Indian trader as a tricky boy who took back a jackknife he let you have. But in food order No. 50.1 an "Indian trader" is the middleman who trades merchandise for wool or buys it outright from the Indians on Indian reservations. A previous order cut out all middlemen, saying that wool-growers had to sell their wool direct to mills or the Commodity Credit Corporation. This caused confusion among Navaho Indians. They have built up an industry around their unique culture of blanket and rug making. The wool the Navaho sheepmen grow is especially adapted to their exquisite art of dyeing and weaving, a culture handed down from generation to generation of Indians. After the wool order, the Navaho sheepmen had to sell their wool to an approved handler, and that wool was graded and pooled with other wool. This meant Indian weavers had to buy their wool from commercial channels.—But the order makers stepped in with a special dispensation for the Navahos, allowing them to continue in their accustomed practice of dealing with Indian traders, thus saving their wool for saddle blankets, rugs, and blankets which are important sources of revenue for many Navahos. It was Food Distribution Order 50.1 which came to the rescue of a small group that might easily have been ignored.

The Food Distribution orders will continue their parade of numbers, growing in digits, governing the use of materials and food, and eliminating waste; clicking off supplies to the front lines; distributing food so that none of us will feel a lack of it. Amendments to the orders will be made to meet the fluctuations of nature and the progress of war. In the food orders the devious pattern of war during the past year can be traced. It is there like the yearly picture of drought or of rain in the heart of a giant redwood tree.

A food order is a lot of things—gigantic, minute, simple, complex. A food order and your war life are indivisible.

"If you can't use it—Swap it!"

There's a baby carriage in the Swap Shop on Madison Street, in New York's lower East Side, and several mothers have their eyes on it. It costs five red tags, and that's a heap of stuff in terms of used consumer goods. You can't buy it for love, and you can't buy it for money. The currency in this strictly wartime business is something swapable.

Mrs. Goodstein brought some draperies, her husband's tuxedo, and a worn easy chair. But they didn't add up to enough "points." She's going through all her closets now, for more stuff. She wants that carriage for her daughter, who married a soldier.

Young Mrs. Caliente also wants it. She won't have her baby for some time yet, but she's looking ahead. So far, she has "paid" in three half-worn pairs of shoes, an ice box, an old sewing machine, and some outgrown dresses. She still needs more points, but it looks as though she might get there first.

In the few months the Swap Shop has been open for business, people in surrounding neighborhoods have been busy cleaning out their homes of unused articles. Mrs. Karin Peterfy and Miss Susan Jenkins, of the Henry Street Settlement staff, are in charge of the shop, and wish similar establishments would open in other neighborhoods. They can't handle all the trade.

Barterers from the flats of Greenwich Village to the tenements of the East Side, have been attracted to this model Swap Shop, set up by the Henry Street Settlement in cooperation with Civilian Defense Volunteer Office and Vladeck Houses, a low-rent public housing project, which gives it space. Its guiding principle, "to put unused but useful consumer goods to work," is helping to relieve wartime shortages, and to keep labor free to work on military goods.

Money is not used in this store. Goods accepted for exchange are given "points" in terms of red, yellow, green, orange, or white tags. A "customer" may buy anything in stock, providing she has enough points to pay for it.

The shop is open for swapping two afternoons a week and one evening. A staff of volunteers recruited by CDVO

wait on the trade, evaluate and sort goods.

Seven hundred exchanges were made during the first 4 days the Swap Shop was open, and after 15 swapping periods the shop had made 2,600 transactions, so what was at first an experiment has become an established part of East Side life. At least six volunteers handle the crowd.

Located in a large airy basement, the Swap Shop is connected with sewing, woodworking, and repair shops, where articles may be reconditioned when necessary. This work is guided by volunteer student-teachers from the Home Economics Department of New York University and of Pratt Institute in Brooklyn. These settlement workshops were there before the Swap Shop came in, but they all fit together in the picture.

Customers know by now what is "swapable" and what isn't. Any useful article in clean, sanitary condition, small enough to be stored in the available space, is barter material.

Articles which are not clean, sanitary, useful, or in reasonably good repair, are tactfully refused. Customers are advised to repair, mend, iron, wash, or spot-clean articles before exchanging them, so that they may receive a higher valuation. This applies particularly to shoes and clothing. Household appliances, such as toasters,

electric irons, etc., are evaluated by the man in charge of the repair shop.

Toys, costume jewelry, millinery decorations, etc., are considered useful articles, when in good condition. But articles that appeal chiefly to a sense of beauty or decoration, or to a cultural sense, such as books, pictures, paintings, that have no *use* value, may not be exchanged, since there is no way to evaluate them.

Large, useful articles too big to be stored in the shop, may be listed on a bulletin board for exchange, together with the type of article desired in exchange.

The showroom of the shop would do credit to any retail store. It resembles an attractive modern living room. At first glance, you'd think it had been assembled by an interior decorator. At second glance, you realize it is more than that. It is something that clever hands have created out of half-worn bits and pieces.

The shelves were built from inexpensive lumber, and painted a lovely shade of pale blue-green. The yellow figured draperies are made of cotton. The sofa is an old studio couch, newly covered with burlap, dyed to a tone that harmonizes with the blue-green shelves. Before it is a coffee table, made from a cut-down kitchen table. An old easy chair has been recovered with the drapery material. The desk



Lines form quickly on days when the Swap Shop opens for business. Hundreds of "customers," with swapables in arm, wait their turn to exchange them for things they need.

Exchange Center in New York puts idle consumer goods to work as people clean out closet stockpiles to conserve labor and material.

is an old oak sideboard, rebuilt, sandpapered, and shellacked to look modern. The whole room was designed to show people how to furnish homes at very little cost.

On the shelves are small items of stock—shoes, baby clothes, aprons, hats, underwear, and other miscellaneous pieces. All are clean, pressed, neatly displayed, and clearly marked with their "points" price.

The stockroom next door is for larger items, and is a practical, rather than artistic place. Here are racks of clothing, arranged according to class and sizes. There's a bunny wrap, and several evening dresses hanging here. And some warm winter coats, and a good collection of children's outgrown clothing. Also several men's suits, including tuxedos. Tuxedos don't move very fast, but Mrs. Peterfy is telling women that they can make them into ladies' fall suits—and very smart ones, at that.

Part of the space is given over to the display of such items as baby carriages, high chairs, play pens, small pieces of furniture, and so forth. Although these items are priced quite high in points, they move faster than they can be replaced.

Swap shops are not new ideas. Swapping has long been a Yankee custom, and

barter is one of the oldest forms of trade.

War brought it back into common use. For a long time now, English people have been exchanging items, unused in one household, desperately needed in another.

Miss Jenkins and Mrs. Peterfy studied reports of England's "Clothing Exchanges" and "Shoe Exchanges" and adopted the ideas most suitable for our country.

Once the shop began to take shape, Mrs. Peterfy proceeded to publicize it through mother's clubs, tenant leagues, and schools.

The British examples contain good advice to guide people who want to set up similar shops in their neighborhoods. Before opening one, they will find it wise to collect a certain amount of stock. People will bring second-hand garments and other items with them on opening day, but it is well to have a nucleus to begin with.

Each Swap Shop must work out its own methods and its own systems. But that's the fun of it. And there is real satisfaction in putting idle articles to work again.

The volunteers who run the shop should hold a meeting beforehand and decide on the scale of pointing. The usual English valuations range from 1 to 20 points or more. For example, an almost new thick overcoat would be valued at 20 points,

and a very small cotton garment at 1 point. The *use* value rather than the esthetic value is the one to emphasize.

Colored cards can be used as vouchers:

Red cards, 10 points.

Blue cards, 5 points.

Yellow cards 4 points.

Green cards, 3 points.

White cards, 1 point.

These cards are stamped with the name of the Swap Shop and its address, so that if the customer cannot find anything she wants on the day she brings her goods, she may return another day when the stock has turned over.

On days when the Swap Shop is closed to customers, helpers should size and go over fresh stock. Requests for items should be checked, in case some of these items have come in. They can then be put aside for the customers.

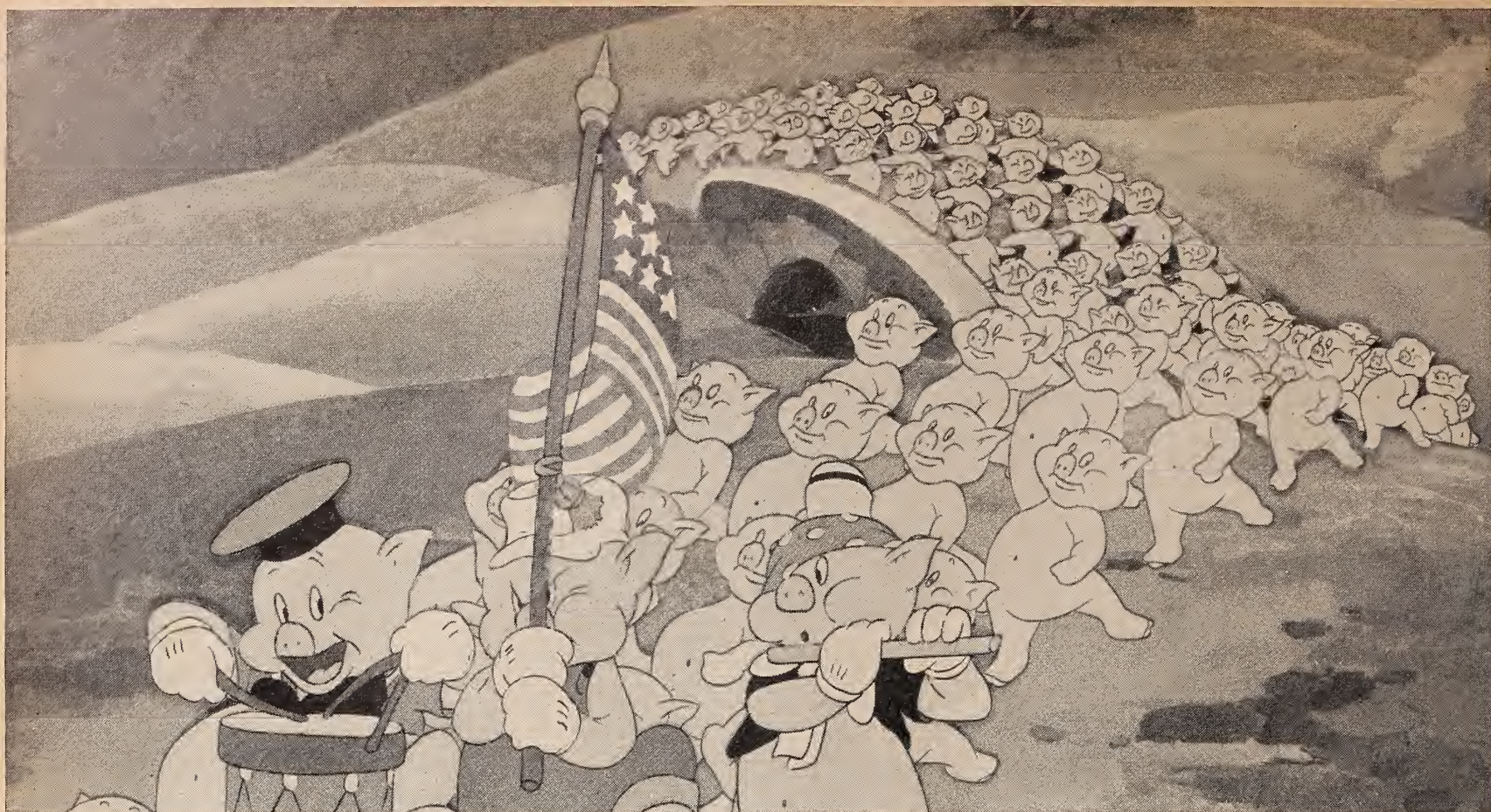
Now that most of the scrap metal has been gathered to be turned into ammunition, it's time to get at that huge "closet stockpile" that exists in the American home. Consumer goods of many kinds will become more and more scarce in stores. The Swap Shop offers a practical, solution to the problem of exchanging idle articles with your neighbors.



High chairs are in great demand, but everything from toasters to tuxedos finds its way to the Swap Shop showroom.



If the dress you select in exchange for your old bookcase, doesn't quite fit, there's a sewing expert to help you alter it.



Walt Disney's pigs—125,000,000 strong for 3,700,000,000 pounds of double-duty fats. Who's afraid of the big, bad wolf?

Grease the way to victory

Give it the piano stool test. Let yourself be whirled around six times on the stool. Then stand up and walk (if you can) with your hand before you until you touch something. Chances are that whatever it is, it will have a fat and oil content. What did you touch—leatherbound books? Yes, finished with oils. And so is your heirloom highboy. Touch a package of cigarettes? Cured with glycerine from fats. Tip over your favorite soft drink as you walk? More glycerine? Or did you simply stumble against the table in the dinette and land in a stick of butter? Too bad! Three points' worth of fats.

This test makes it plain that most fats and oils have a double duty; one duty as a food on your table, the other in the making of products of war aside from food. There are, of course, a few oils like tung and castor oils which cannot be eaten. Another is petroleum or mineral oil. Still, even mineral oil is swallowed by Uncle Jim before he crawls in for the night.

The other oils—the ones that can be eaten as food—you'll find in baby's vitamin A and D, the adhesive tape on little Butch's knee, in your evening glamour—perfume—or in the synthetic rubber on jar tops, the lubricant that permits your vacuum to run and our engines to drive United States corvette ships through the seas escorting precious cargo. Wars are fought with fats and oils of all kinds.

And right now we're making sure we won't lose this war for lack of oils. Housewives are intelligently spreading their share so that their families as well as their Nation's armed forces—and those of the allied nations—will be fed adequately this year. Manufacturers of foods and nonfoods are doing the same thing on a larger scale. But the burden of fighting the battle of fats and oils lies not so much on the consumer or the manufacturer as on the sturdy shoulders of the American farmer.

Well, what can you as consumer expect from him so that you can know how to go

about your own little private war with the Hitler-Hirohito combination? Just what is the situation in fats and oils?

Granting the weather is with him—and it may not be—the farmer is having to grow enough vegetable oils to keep our wartime vat filled—plus enough to substitute for the oils we have given up through loss of territory.

This year he is cultivating enough products to produce 1,250 million pounds of soybean oil, 1,350 million pounds of cottonseed oil, and over a billion pounds of oil from the corn germ and the seed from flax. That's a lot of oil.

But it won't be too much. We forfeited 1 billion pounds to our enemies in the South Seas. If you aren't able to find a quick-lathering soap on the market, it's because the South Pacific islands that used to send us 900 million pounds of coconut and palm oil are in Japanese hands. So it's water softeners for you if you live in the hard-water areas. The only fat that even

With fats and oils, double-duty workers in war kitchens and industries, turning out butter for bread, glycerine for bombs.

comes near the palm and coconut oils for soap manufacture is butter. But who would suggest using this pearl among foods for that?

The rest of the oil we used to get from the South Pacific came from China. This was 100 million pounds of tung oil pressed from the fruit of the tung tree. This, too, is a great loss for the consumer inasmuch as no substitute has been found to equal its excellence in making paints, lacquers, varnishes, waterproofing, linoleum, and oil-cloth. It's true that we get above 5 million pounds of oil from the tung trees that grow in the Gulf Stream areas, but this amount is being taken by the Army and the Navy. Tung oil gives the best protection to the wings of our wicked P-38's and saves our battleships and carriers from the ravages of storms.

The biggest oil deficit in the United Nations' oil pool results from Great Britain's loss of her whaling industry. One-fourth of all her oil flowed from that highly efficient industry. Now we must supply our ally with a substitute for this relatively cheap oil that came from an enormous mammal which cost nothing to raise and which produced one-fiftieth of all the fats and oils in the world combined. But today the whaling waters are dangerous, and British harpooners, the "mother ships" and their "killer boats" are out to get bigger game than whales.

Besides these losses we have squandered away one of our richest sources of the best

animal fat: beef tallow. It has been lost on the refuse heaps of dirty sheds in the black market. And beef tallow, as you know, is equally in demand for the manufacture of canned soups, in baker's liquid, margarines, and shortenings. In nonfoods it is used as a lubricant, in making soaps, and many other industrial ways.

"Well, what is left?" you ask. "What is left for me after all these losses?"

Butter, first of all. Three and one-third pounds of it during the next quarter—October through December—which you can see amounts to more than a pound a month. And if you want to extend it, you can whip gelatin into it and double its bulk.

In addition to butter you will be allotted 1½ pounds of lard each month (if you want that much), plus nearly three-fourths of a pound of shortening and more than one-third of a pound of margarine made from vegetable oils from farm-grown soy and peanut oils.

The limit of fats and oils, including butter, that you may consume in a month during the rest of 1943, counts up to nearly 3¾ pounds.

Besides this ration you can depend on still more oils in your salad dressings, your dry-mix desserts such as gingerbread, in mixes of biscuits, pancakes, and waffles. Then there is bakery bread—they're making one-tenth more than last year—and bakery cake. With the fats in the milk you drink, and 1½ pounds of fats and oils

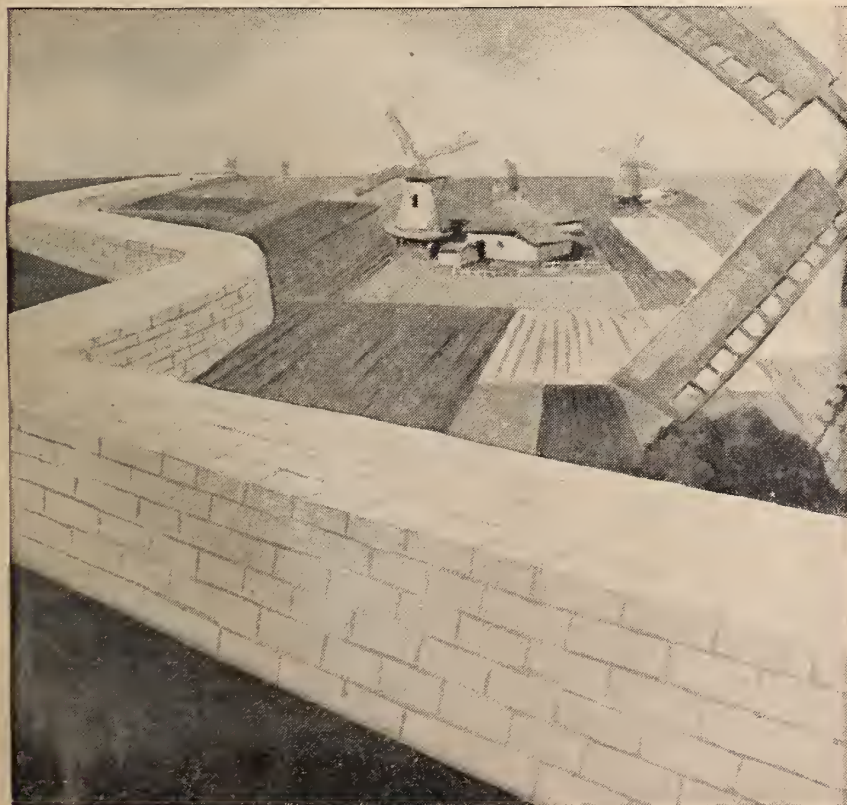
you get in cheese and canned milk each month, as well as the oils you get in the peanuts and peanut butter you're eating at such a great rate you aren't in any danger of suffering from lack of fats.

"But what about all those industrial uses of double-duty fats and oils?" you ask.

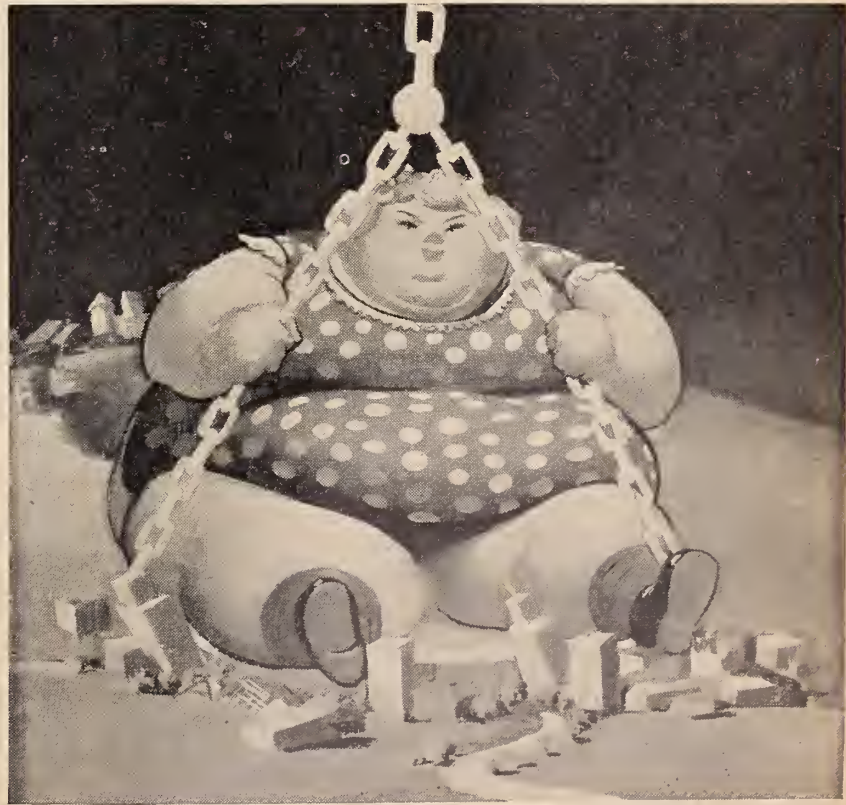
Well, if you want to redecorate the nursery, turning it into a room for a little girl, you'll find enough paint. For although paint and varnish factories are turning out just half as much as they used to for civilians, the average person won't notice the cut. Because there is less building going on, and, therefore, less need for paints and varnishes. The same is true for linoleum which uses glycerine in its composition, although its production is also lowered to half.

This glycerine, precious part of fats and oils, is being drawn away from many of its accustomed uses. For example, tobacco likely will be cured more and more with honey or apple honey instead of glycerine. And certain soft drinks of which you have grown so fond through the years will no longer bite your taste buds with their "tang" now that glycerine is going to our allies for the manufacture of explosives. These and other adjustments we shall have to make. But they are not serious—or permanent. And by accepting them we are adding to the reservoir of fats and oils for the purposes of war.

This way our United States oils will be spread over the troubled waters of conflict.



Should our milk be churned into butter, the war flooded fields of Holland could be reclaimed by the dikes it would build.



This little girl of Disney's, grown plump on a diet of our 12½ billion pounds of fats and oils, outweighs 100 battleships.

GUIDE POSTS



Chained by custom

It's the habit of chickens to scratch and of ducks to swim; of women to button their coats on the left; and of men on the right. But the custom that has United States retail food stores baffled is America's tenacious habit of marketing on Fridays and, especially, on Saturdays in spite of the fact that stores are putting more and more food ads in Wednesdays' and Thursdays' papers. Week-end buying still accounts for three-fifths of all sales, which is hard on consumers, transportation, and harried clerks and managers during this period of clerk-shortage and customer-plenty. Shoppers who are choosy about choices or feel frustrated in long waiting lines may beat the buyers bugaboo by buying on Tuesdays, Wednesdays, and Thursdays.

Small fry

Take a pilchard, whole—fins, head, and all. Grind him and pack him with a thousand of his brothers in a No. 10 can, gallon size. He is ready for Lend-Lease shipment—a delicacy loaded with vitamins and minerals for the palates of our allies. Small fish from the Gulf that used to be discarded, are now being beheaded, eviscerated, and processed like the pilchard.



Skin note

Under a microscope the pores of an ordinary tin can look like geysers of the moon. But the skin of the new electrolytic plated can is as smooth as that of the bride in magazine advertisements. The old method of hot dipping cans uses three-fourths of a pound more tin per base box than the new electrolytic plating. This means a considerable saving in tin. The new-type cans would supersede the old if they could be used for processing acid foods, but only nonacid foods are armoured in electrolytic plated cans.



Fit for a queen

Nutrition is a natural for honey bees. By special feeding they can make a queen bee out of a worker larva if they catch it young enough—not more than 3 days old. The food for queens looks something like milk and is called royal jelly. The worker larvae and the worker bee get pollen and nectar, but a queen bee is served royal jelly all her life. There might be an analogy here for us. Nutritionists suggest that, if we want that royal feeling, we eat foods from the Basic 7 every day: Citrus fruits; milk and milk products; meat, poultry, fish, or eggs; potatoes and other vegetables and fruits; bread, flour, and cereals; butter and fortified margarine; and green and yellow vegetables.

Wild game lovers only

If you long for a tender, fine-flavored taste of wild game, yet cannot leave your war post to take up a shotgun this hunting season, consider the guinea fowl



as a delicious substitute. There are 2½ million guineas—a number slightly less than that of ducks or geese—scattered among small farms in the United States, mainly in the Middle West and the South. They are economical to raise, since they are natural rangers. It is only their harsh voice that keeps this good bird down in population. As they shriek at the slightest provocation, most farmers prefer to keep them in pairs as “watch-dogs” to give the cry when prowlers appear, rather than to raise them in choruses for the eastern markets.

Waste quiz answers

(1) 225 pounds; (2) 10%; (3) 100,000,000 loaves; (4) 4; (5) 75,000,000; (6) 8,646,605 pounds; (7) 3,000,000 meals; (8) Vitamin C—Iron; (9) 22,750,000 pounds of gunpowder; (10) 350 pounds; (11) 4 to 7 teaspoonfuls; (12) rhubarb tops; (13) August; (14) False; it may be used over and over then strained and turned in as waste; (15) False; it's the loss of vitamins and other food values through improper storage or preparation; (16) True; (17) False; soda keeps the green color which in itself has no special food value, but destroys vitamin C and thiamine; (18) True; cooking water contains vitamins and minerals dissolved out of the vegetables; (19) True; some vitamins are destroyed by heat, others by air, and some are leached out by water; (20) True; our armed forces and allies took 13 percent of our food supply while it is conservatively estimated that we wasted 20 percent.



CG News letter

A Wartime Supplement to
Consumers' Guide

October 1943

Rounding up reports from U. S. Government agencies between September 25 and October 24

THOUGHTS FOR THANKSGIVING

November will be "Food Fights for Freedom" month. The harvest will be in then—it will be time to serve Thanksgiving dinner. And it will be time to take stock of the food situation.

A vast Nation-wide campaign, to put over the importance of food as a weapon, is being launched for November. All groups in the community will be mobilized in an effort to enlist every citizen as a "Food Fighter for Freedom." If you want to help—or if your club does—see the chairman of your local Nutrition Committee, or the Community Service member of your local War Price and Rationing Board.

The campaign is being mapped around 4 guideposts: Produce, Conserve, Share, and Play Square. If any one of these is torn down, the way to Victory will be seriously blocked. So volunteers will visit homes in every community, to explain individually about production goals, conservation, and the need to "share and play square." They will explain how our food supply is allocated among all the various group that have a claim to it: our armed forces, our allies, peoples in liberated countries, and—largest of all—civilians. They will explain (to those who still don't understand), how rationing works and why it is the fairest way of making foods that are not abundant, go 'round. They will also explain price control, and point out how necessary it is to prevent inflation and to keep commodities within the price range of the average consumer's pocketbook.

In order to fight the food front battle effectively, people everywhere must know and understand the facts. November is the month when they are going to get them straight, view them whole, and plan a course of action for their communities.

SHARE THE MILK

People are drinking more milk these days than ever before—10 to 12 percent more than last year, 20 percent more than in 1941.

This would be fine, in peacetime. But milk is something more than a healthful drink. It's the raw material needed for cheese, butter, powdered milk, and other dairy foods. If people drink too much milk, there won't be enough left over for all its other uses.

Until September 10, milk was the only major dairy product not under direct control. Butter, cheese, and evaporated milk were rationed. Milk solids for ice cream had been limited. Heavy cream was restricted.

Milk rationing would present tough problems, because milk is so perishable. Administration would be difficult and costly. So, to forestall it, the War Food Administration has authorized its Food Distribution Director to regulate fluid milk sales by market areas, through a system of dealer quotas.

These quotas will be set first in thickly populated areas, where milk supply problems are most critical, and gradually extended. In most cases, dealers' quotas will be set at about the quantity of fluid milk sold in recent months. But sales of fluid cream, skim milk, buttermilk, flavored milk drinks, and cottage cheese may be reduced.

Housewives in areas affected by the milk situation can help by ordering no more milk than they really need for the health and well-being of their families.

Under the quota system, local committees may be set up in connection with milk distribution. These committees will probably be composed of representatives of all types of milk distributors. They will advise the market agent on distribution problems, and, where milk supplies are short, help him see to it that certain users of milk—such as homes, hospitals, school-lunch programs, defense plants, and retail stores—are given proper consideration.

HELP WANTED

School-Lunch programs need volunteers to prepare food and serve it to youngsters. Now, more than ever, it's necessary to keep such programs going. Children have less chance of getting good meals at home since so many women have gone to work. Women in war jobs worry about their children, if they feel the youngsters may not get a good noon meal. "Absenteeism" and slowing of production may be a result.

With manpower and labor shortages in many communities, people with time to spare can put it to patriotic use by helping the School-Lunch program.

Sponsors of such programs will be interested in the new OPA regulation permitting schools to use unlimited amounts of certain types of processed foods.

These are: fruits and vegetables the school grew and processed for its own use; fruits and vegetables, which would not otherwise have been sold on the commercial market, given to the school and processed by it, including foods produced in overabundance locally, and transferred to it by the War Food Administration; and gifts of noncommercially processed foods that were produced by the parents of children or by similar donors.

The local rationing board deducts from the next allotment 4 points a pound for the amount of these foods used, but in no case will the school be charged more for any item than 10 percent of the total points it received when it last applied for its rationing allotment.

HOW TO SAVE COAL AND KEEP WARM

Coal and fuel oil must be conserved this winter. Experts suggest consumers work along three lines:

1. Heat-seal your home. Install insulation in walls and ceilings. Weatherstrip windows. Put up storm doors and windows. Calk cracks to keep heat in.

2. Fix up the furnace or heating unit. Clean and inspect oil burner and furnace to assure maximum heating efficiency. Install automatic draft regulators and controls—many require only small amounts of critical material and are not too expensive.

3. When cold weather arrives: Close off unused rooms. Lower thermostat temperature when occupants are asleep or away from home.

Keep windows and doors closed. Don't overheat house, then cool it down by throwing windows open. Pull down window shades and draw drapes at night. Remove furniture, screens, etc., that might block flow of heat into room. Reduce consumption of hot water.

VICTORY FOOD SELECTION

Victory Food Selection for late October is white potatoes. Crop estimates jumped 18,000,000 bushels in August alone to give a record total of 461,000,000 bushels, and now it's up to us to eat them up. From October 14 to October 30, which is the period of the merchandising campaign, serve them as often as you can. Buy them by the bushel rather than the pound for time and money saving—if you have storage facilities. Keep them at home in a dark, cool place from 40 to 50 degrees. Store your sweets dry and warm around 60 degrees F.

MAYBE YOU'VE WONDERED

Why do ration points go up or down—or stay the same?

Take meat, for example. The War Food Administration allocated a certain amount for civilians, and point values were set to reflect the amount each person could have as his fair share.

But recently WFA suspended the quotas in the slaughter of livestock, and slaughterers were allowed to kill animals without restriction. Even so, meat points for civilians did not go down, and civilians wondered why.

The reason was that all meat slaughtered in excess of what was originally allocated for civilians had to be sent to the armed forces. No more meat was allocated for OPA to ration, so point values of most meats stayed the same.

However, if we should have a large supply of some rationed food, due to seasonal variations or increased production, points would be lowered. If greater shortages occurred, or if our Army needed still greater supplies, the opposite would be true and point values would go up.

For instance, butter has gone up in points because supplies must be stretched further, whereas tomato juice was reduced in points, because of a good production season.

ON THE FOOD FRONT

On the food front these days, point and price changes are often necessary. New ceiling prices have been set for some foods, new points for others, and some of our old friends are back on the ration list again.

Canned and dried figs will go up in price due to the fact that OPA has set new, higher prices on fresh figs to fig growers.

While figs go up, grapes go down. Maximum prices for California grapes sold for table use have been set by OPA. The result should be that grapes which have been selling from 40 to 60 cents a pound at retail, will sell from 17 to 20 cents a pound instead.

Crab meat, both domestic blue and sand varieties, have new price ceilings at the canner level that will mean an increase of about 6½ cents per can to the consumer.

Cheese prices have changed too. A 3-cents-a-pound increase has been allotted to cover Neufchatel cheese also known as Number 2 cream cheese.

The so-called economy brands of cigarettes also have had their price tags altered by OPA. New ceiling price increases ranging from ½ cent to 1 cent a pack have been allowed to meet increased manufacturing costs.

Exemptions from ceiling prices have been given to seeds and bulbs for planting purposes by OPA on the ground that they are "raw and unprocessed agricultural commodities."

From the points angle, regulations on a number of foods have changed. If you have produced or processed foods at home during the summer in Canada, they may pass into the United States through customs without your surrendering points. What you must do, however, is submit a written statement to the customs official showing your name and address, the place where the home processed food was produced, the amount and kinds of home processed food being imported, and a statement proving that you are a "home processor." This term means you have either taken an active part in the processing, contributed fruits and vegetables being processed, or contributed facilities such as a pressure cooker.

Ration points for meats have been granted Mexican residents who live just south of the border and are dependent on American stores for their meat supplies. They now

receive the same amount of ration points a month as the residents of the United States.

Back on the ration lists again are dried prunes and raisins because there are no longer large stocks of these fruits in danger of spoilage by heat if their movement is restricted.

Lower point values have been given lamb and mutton cuts as well as a few beef items. Nineteen meat cuts in all show a drop in point values while only veal and sweetbreads have shown an increase. The new values also went into effect for kosher meats. Creamery butter, too, has gone up 2 points a pound. It now takes 12 points.

In the processed food group 13 items have had their point value raised by OPA. Eight other items have been given lower point values.

Not on the ration list are 2-ounce cartons of raisins. The reason for it is that consumers usually use these small amounts as confections rather than as a processed fruit.

NEW RATIONS FOR OLD

Stoves, fuel oil, and gasoline have new rationing regulations. Under the new stove order consumers may apply to their local rationing boards for stove purchasing certificates which will be issued on the basis of need. Applicants must show that they have no usable stove at present and that a stove is needed to heat essential living or working space, or for cooking. Persons needing a stove to replace one worn beyond repair are also eligible.

Those who care to renew their heating oil rations by mail, in the Pacific Northwest, Washington, Oregon, and rationed counties of Idaho, may now do so. The renewal plan is the same already applied in 30 Eastern and Midwestern fuel oil rationing States.

New rationing books for gasoline "A" book holders are now being distributed by OPA.

STANDARDS AND PRICE CONTROL

OPA has announced the amendment of 250 out of 444 price regulations, to conform with the Taft Amendment to the Emergency Price Control Act, relating to the use of standards in fixing prices.

The amendment stated that ceiling prices may be fixed by reference to standards or specifications in general use in the trade, or required by other Government agencies,

but prohibits further "standardization" of any commodity by OPA unless the Administrator finds that there is no practicable alternative for securing effective price control.

The Taft Amendment also prohibited the requirement of grade labeling by OPA, and such requirements have already been removed from 20 regulations.

However, an exception is the grading and grade labeling of beef, veal, lamb and mutton, necessary to the maintenance of effective retail price control on these products. Such grading was continued under an order issued by the Office of Economic Stabilization, effective since Aug. 5.

THIS AND THAT

•Fighting men in U. S. training camps are beating civilians on one score. They eat about 4 times as much fresh fish, the Coordinator of Fisheries reports. These new eating habits may result in our consuming more fish per person after the war.

•750,000 people is the total farm help needed on American farms, by October 1, to harvest the wartime food and fiber crops, says OWI. Peak of the harvest season comes this month.

•There are 40,600 new automobiles available for rationing, says OPA.

•Serious blow to the wartime conservation movement is the slackening of effort in car-sharing, according to the Highway Traffic Advisory Committee to the War Department.

•First of the wartime salvage drives to draw to a close is the one on used silk and nylon stockings. The final goal in the collection was reached on September 30, WPB announced. Now you can start braiding rugs from them again!

•There are 20 percent more fall hats for the buying than last year, in spite of the substantial drop in the consumption of fabric, felt, and other materials.

•Salt can save Victory Garden vegetables from going to waste if you lack a pressure cooker or other canning equipment. Scientists say that about 15 vegetables can be put down in light salt or weak brine with vinegar until a natural fermentation produces an acid that preserves them and gives them a pleasant tart flavor. Then they can be packed in glass jars, processed in boil-

ing water, and kept like canned food. Vegetables suitable for such preservation are: snap beans, carrots, cauliflower, turnips and rutabagas, beets, green tomatoes, greens like kale, mustard, turnip greens, beet tops, and cabbage and head lettuce.

CONSUMER CALENDAR

War Ration Book 4 will be distributed through the schools between Oct. 20 and 30. The book is designed to last about 2 years, and comes into use some time after Jan. 1. It is expected that tokens will be used as change for the stamps in this book.

Oct. 1—Blue stamps X, Y, Z become good till Nov. 20. Brown stamp C good through Oct. 30, for canned milk, butter, fats and oils, cheese, and canned fish.

2—Red stamps X, Y, Z, Book 2, and brown stamps A and B, Book 3, expire.

3—Brown stamp D good through Oct. 30.

10—Brown stamps E good through Oct. 30.

17—Brown stamp F good through Oct. 30.

20—Blue stamps U, V, W, Book 2, expire.

24—Brown stamp G becomes valid.

30—Brown stamps C, D, E, and F expire.

31—Shoe stamp 18 deadline extended.

—Sugar stamps 14, 15, and 16 (5 lbs. each, the latter two for use for canning purposes) expire.

—Tire inspection deadline for B card holders. Next inspection deadline for A card holders, Mar. 31; for C card holders, Nov. 30.

All Oct.—A-6 gasoline coupons (3 gals.) good in 17 Eastern States and District of Columbia through Nov. 21.

—A-8 gasoline coupons (4 gals. in far West, 3 gals. in Middle and Southwest) good through Nov. 21.

—Fuel oil—period 1 coupons valid for 10 gallons per unit in all zones.

CG News Letter

October 1943

Published by the Department of Agriculture in cooperation with the Office of War Information, Washington, D. C.

Prepared by Food Distribution Administration

551799° GPO

Ad422C
cop.3

LIBRARY
CURRENT SERIAL RECORD

NOV 4 - 1943

Consumers' guide

November 1943



Food Fights for Freedom

Food for Freedom.....	2	Score yourself on "Food Fights for Freedom"....	12
You can't buy Victory.....	3	Quiz answers.....	14
Mary Hodge, housewife... 6		World's best war diet....	15
War on waste, Army style.. 9		Guide Posts.....	16

ILLUSTRATIONS: COVER (left to right): Top row—U. S. Navy, American Red Cross, OWI. 2d row—OWI, FDA, British War Ministry. 3d row—AAA, U. S. Navy, USDA-Information. P. 3: FDA. P. 4: USDA-Info. P. 5: Chicago Sun. Pp. 6 and 7: FDA. P. 8: 1 and 2 Farm Security, 3 Irving Kaufman. P. 9: Poster U. S. Army, FDA. P. 10: Drennan. Pp. 12 and 13: USDA, OWI, U. S. Army Signal Corps, David Kent.



ROY F. HENDRICKSON,
Director, Food Distribution Administration.

Food for Freedom

In tens of thousands of homes dotted all over the land these October days folks are unfolding the morning paper with one eager thought in their hearts—How are the boys in Italy doing today? And what's the news from the South Pacific? They've been doing very well indeed, and the news from the South Pacific is the best since the disaster of Pearl Harbor.

Well, you've read the morning paper and you're ready to make the grocery list before you start to market. Do you really understand the direct relation of that grocery list to our fighting fronts abroad?

Last year 7 percent of the food produced in the United States went to our armed forces. This year as military activity is stepped up and our men go overseas in ever increasing numbers, we have to keep even larger supplies of food in the storeroom to meet their needs. Every two men in uniform make almost an extra mouth to feed, for the average soldier needs 5¼ pounds of food a day, whereas as a civilian he ate only 3½ pounds.

For men quartered in this country, the Army and Navy need about a 90-day reserve to be sure the right food is on hand at the right time. For men overseas—and more than 2,000,000 of our men will

be overseas in 1943—we need about a 9 months' supply of essential canned foods. Altogether, the food allowance for military use will be about 13 percent of total supply—almost double last year's.

There's another angle to this Food-for-Freedom picture. This year we are shipping about 10 percent of our total food supply to our allies; last year we shipped only about 6 percent. More food will go to Russia, who, when she lost the Ukraine—the Russian breadbasket—felt much the same effect foodwise that the United States would feel if we were to lose our great Middle West. In the summer of 1942 Russia lost her second great granary in the Kuban and the Caucasus.

The part American food played in stiffening British resistance while well known to all of us is still something to think about when the butcher doesn't have that steak you had on the list.

How much food was sliced off each American's helping because we sent food to our fighting allies? Here are a few answers:

Beef—One one-hundredth of a pound per week per person in the United States.

Pork—Two-tenths of a pound.
Butter—Two one-thousandths of a pound.
Cheese—One one-hundredth of a pound.
Canned vegetables—Eight one-thousandths of a pound.
"My helping went down a lot more than that!" you may say. It probably did, but the reason is that income has gone up so far and so fast that a lot of people, being only human, were trying to spend this extra money on extra food. The only fair way to distribute such foods is through rationing, under ceiling prices.

Our experience in North Africa proved that food in the stomach did a lot toward driving Nazi propaganda from the head. Under Axis domination the people had no incentive to produce, for the Germans and Italians took and ravaged without sharing and replanting. After the allied victory food and other essential supplies were distributed—flour, sugar, milk, wheat, tea, tobacco, and soap. We sent more than a million pounds of field and vegetable seeds. The people went back to their fields and gardens. The flow of food from the United States to North Africa already is dwindling, and soon she may even be able to share her vegetable oils and cereals with other freed peoples.

We do not intend to feed the whole world. We do intend to help these people to help themselves to soundness and to strength. We want them to become effective fighters on our side so that we may win unconditional peace with a minimum loss of life.

Your part in the home food program is chiefly one of food management. You'll have enough good, nutritious food though it may not be all the consumer with a pocketful of money wants to buy. You'll have less choice, less variety, fewer trimmings. But if the consumer does his part the country may benefit, not suffer, nutritionally.

Food for Freedom is not an empty slogan—it's a living reality toward which each of us has a definite responsibility.

Roy F. Hendrickson

CONSUMERS' GUIDE *Issued monthly.*

A publication of the War Food Administration, Washington, D. C. Editor, Ben James; associate editors, Alice Nichols, Anne Carter; contributing writers, Gean Clark, Virginia Fairfield, Gladys Solomon, Elma Van Horn; art, Ted Jung.

CONSUMERS' GUIDE is printed with the approval of the Bureau of the Budget as required by Rule 42 of the Joint Committee on Printing. Official free distribution, 140,000 copies per issue. Additional copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., 5 cents a copy, or by subscription, 50 cents a year, domestic; 70 cents a year, foreign. Postage stamps will not be accepted in payment.



You can't buy Victory

You have to win it. Making "Food Fight for Freedom" is a Home Front job. You can help.

November is "Food Fights for Freedom" month. So are December, January, February, and all the months until the war is won. But in November, we, the people everywhere, are gearing to tackle the problem of food in a Nation-wide program that will carry through to Victory.

When fighting men find themselves adrift in mid-ocean on a life raft, with only emergency rations, they don't complain about the food supply. They know how much there is, divide it fairly, and set their course toward shore.

When Americans sit down to their Thanksgiving meals this November, their Government wants them to know and understand the basic facts about food: How much food is being produced. How it fights with our armed men, our allies, liberated peoples, and on the home front. How and why it is divided among these various hungry claimants. How more grocery money in the people's pockets affects food supplies. Why rationing and price control are essential. How to recognize black markets—and why we should not patronize them. How much we waste, where we waste it, and why we must conserve. Why we must adjust our habits and our thinking in wartime.

Then, when these facts are known, the War Food Administration is asking every citizen to do all in his power to carry out the appeal for action: "Produce and Conserve, Share and Play Square."

Millions of volunteers are enlisted in a house-to-house canvass to make "Food Fight for Freedom." Armed with an 8-page leaflet, "You Can Shorten the War with Food," they'll be knocking at your door any day now.

Listen to them. They'll clear up a lot of the causes for grumbling we may have been doing, grumbling that comes out of the old notion that America is a land of milk and honey, that we produce large surpluses, far beyond our ability to consume them. Actually, our total food

supply is 31 percent higher than it averaged from 1935-39. But that doesn't mean we have more to eat. A nation at war absorbs more than a nation at peace. Also, civilian demands have jumped tremendously. That's why some foods are short, though production has gone up. That's why more food must be grown at home and on our farms.

All over America, communities are pitching into the "Food Fights for Freedom" campaign. The word went out from Washington to 3,000 chairmen of Nutrition Committees, to 5,000 chairmen of local Consumer Committees, and to 5,600 Community Service Members of War Price and Rationing Boards. It went out to 3,026 County War Board Chairmen, 7,004 FSA County Supervisors, 6,922 County Agents, who got in touch with over a million local voluntary leaders (including neighborhood leaders) from Extension Service. These people were



"Come on in—sweeping can wait." Busy as she is, Mrs. America is taking time out to talk with volunteers about how she can help in the "Food Fights for Freedom" campaign.

asked to get in the driver's seat, turn on the ignition, and start the wheels moving in the biggest food campaign ever put on.

The machinery was all there waiting to be mobilized. People had been running drives for Victory Gardens, Land Armies, Save the Fat, Home Front Pledge, and other war activities. When the signal flashed—"Food Fights for Freedom"—they were ready.

They had heard many of the complaints; about shiploads of food speeding to our allies, while we went without butter and steak; about stacks of food going to the armed forces, and how much of it they were wasting; about carloads of supplies rushed to "feed the world," while Americans lived on short rations.

Complaints like these, unfounded in fact, do not help win the war. If Hitler himself had planted them, he couldn't have done a better job—for his side.

So these nutritionists, consumers, community service people, and others got together, to give Americans the facts.

They called in newspaper men, radio men, motion picture theater managers. They invited the mayor and the assemblymen, ministers, social workers, teachers, doctors, lawyers, businessmen, and storekeepers. They called in labor union leaders, representatives from youth groups like the Scouts and the 4-H clubs. They invited town and farm women, veterans, members of fraternal orders. They saw to it that all racial groups in the community had representation. They saw to it that Government people were counted in—on the Federal, State, county, and local levels.

This cross section of people formed a committee called The Citizen's Food Information Committee, or just plain Food Committee. There's one functioning in practically every community in the United States this month. (If your town doesn't have one, better find out why.)

First of all, the committee learned some facts about food, facts like these: Civilians

will get 75 percent of our food supply for the next 12 months—and that's as much as they ate, on the average, between 1935-39.

Only 10 percent of our food is going to our allies.

Only 13 percent of our food is going to our armed services.

Furthermore, in deciding who gets what, the armed forces come first, civilians next, then allies and liberated countries follow after.

As for waste of food in the Army, it's been cut way down. Civilians are living in glass houses and throwing stones when they complain about it. From 20 to 30 percent of the food produced in the United States every year is lost or wasted. Some of this waste is unavoidable, but much can be prevented. If only one-third of the annual food waste were stopped, it would be equivalent to adding between 6 to 8 percent to our total food supply. That's enough to supply our allies with most of the food we are planning to send them in 1943. It's as much as farmers were asked to increase production this year.

Armed with facts like these, the committee members went out and told people the truth. They are still telling it to them. All this month, the story will be told and retold, in a hundred different ways, until every last civilian in the land realizes the importance of food as a weapon.

Governors and mayors have issued proclamations, making November "Food Fights for Freedom" month. Parades are being held, and mass meetings, with streamers and banners festooning the streets, and local bands marking time.

Meetings of all kinds are being held—big ones in the town hall or on the central square, smaller ones called by clubs or organizations for their own members. Speakers, trained by the committee, are giving American citizens the food facts.

They are telling these too, at round-table discussions, at forums and rallies and lectures. They are showing slide films and movies and posters and photographs, to make the facts vivid.

Local newspapers and radio stations are publicizing the campaign. National and State publicity has been sent out, but the best news stories are coming spontaneously from the community. That's what happened when the Home Front Pledge campaign fired the opening guns in the drive to make "Food Fight for Freedom."

People in one community in Omaha won't soon forget the big black cow that

was set up on a billboard. Sections of the cow were painted white as Home Front Pledges were signed, and black markets wiped out. In another community, a Negro minister asked his congregation to rise and repeat the pledge in church. In some towns, labor unions organized the drive. Rallies, parades, and similar demonstrations made press and radio news.

In many communities, where there is talent and enthusiasm, the whole food picture is being dramatized through a play, "It's Up to You" dealing with the wartime food situation and how it affects every individual. Food committees order it from Washington, complete with motion picture film and slides for scenery. It's easy to produce. Two versions are available, one of 1½ hours in 6 scenes, the other a 40-minute tabloid.

A moving picture, telling the food story, is being shown in thousands of movie houses, during the Thanksgiving season. And 1-minute shorts, sponsored by local concerns, are also bringing food facts to movie audiences.

Schools throughout the Nation have turned their annual Thanksgiving programs into "Food Fights for Freedom" drives. They are devoting assemblies to food, holding essay or drama contests, setting up special reading lists and library bookshelves featuring food topics. Students are preparing exhibits on nutrition, conservation of food, and related subjects, and showing them at parent-teacher meetings. Home economics classes are giving public demonstrations, and student clubs are making the Land Army and Crop Corps their major activities.

Information booths are springing up in public squares, parks, movie houses, banks, libraries, stores, and public buildings, to spread food information and answer questions.

They know the answers to some tough ones, too. When the critics cry, "Why is rationing necessary?" they come right back with this: "You can do two things when supplies of certain foods fall substantially short. You can do nothing and let those who can pay the highest price get more than their share. Or you can ration the foods that are in short supply."

And when black market patrons complain, "We civilians can't do anything about food prices," they point out that there is only one way to keep prices of essential foods within reasonable limits, so that everyone can afford to buy them, and that's through civilian cooperation—

through learning top legal prices and never paying more.

Patriotic grocers are helping to put over these ideas. They are creating window displays and counter exhibits. Other merchants, too, are helping by repeating the "Food Fights for Freedom" theme in their windows and advertising.

The drive is primarily intended to pull together all the various food programs that have been going on at different speeds in different places, and give civilians a single idea of the food picture and the part they must play in it. The ultimate goal is to strengthen and expand food programs, or to get them started if they are not functioning already. The Food Committee has probably prepared a guide to the food projects operating in your town. Get one, and see if there is a project that particularly interests you.

Here are some of the types of food projects you can find in your community.

Nutrition classes have been functioning for some time, teaching homemakers how to plan home strategy in the food fight. They've given courses in "Packing a lunch that packs a punch" for war workers. They've used the Basic Seven Food Chart to teach people to make food fight by eating three well balanced meals a day, even though it means changing food habits of years' standing. Now, when some of our favorite foods are going to be scarce for a long time, Nutrition Schools are helping housewives substitute plentiful for scarce foods, without upsetting nutritional balance.

Many people think that every time a victory is announced, we'll have more food to eat at home. But with each victory, we'll actually have less of some foods. We will feed the peoples of some countries thus freed from Axis domination. It's a cheap way to lighten the tasks of our soldiers, but it means food adjustments at home.

It means that the food situation won't be ironed out as soon as the armistice is signed. It means that rationing, in a constantly changing pattern, will continue throughout the duration, and through the period of post-war readjustment. It means that we must know the basic facts about nutrition, so that we can be well fed and healthy on the available foods.

School-lunch programs are needed now more than ever. With more mothers working in war plants, the need for a nutritional noon meal at school is essential, both for the health of the child and



Help shorten the war—save American lives—
with a precious fighting weapon—FOOD

Score yourself and your family. Do you do these things to the
best of your abilities and opportunities?

PRODUCE as much food as
you possibly can?

- On the farm? ☐
- In the Victory Garden? ☐

CONSERVE your food?

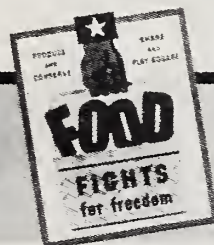
- By wasting nothing—cleaning
the plate? ☐
- By preserving food in your
home? ☐
- By substituting plentiful for
scarce foods? ☐
- By serving the right foods for
strength and health? ☐

SHARE your food?

- By sharing it willingly with our
fighting men and fighting
Allies? ☐
- By accepting rationing cheer-
fully? ☐
- By buying no more rationed
food than you really need? ☐

PLAY SQUARE with food?

- By always turning in your
stamps when you buy
rationed foods? ☐
- By paying no more than top
legal prices? ☐



FOOD IS THE MIGHTIEST
WEAPON OF THEM ALL

WAR FOOD ADMINISTRATION



"Pledge Your Conscience to Your Country," as the women above are doing. There are no Gestapos, no military police to enforce the rules, but every consumer can help the Home Front fight by scrupulously observing rationing and price control, planting Victory Gardens, doing more home canning and preserving, and by maintaining good health for all the family through zestful nutritionally balanced meals.

Kitchen pin-up chart, shown at left, is being distributed by volunteers throughout the country. It's a score card to show how well you and your family Produce, Conserve, Share, and Play Square. Be sure to get yours and keep your score.

the peace of mind of the mother. Such projects need volunteer help, donations of home-canned or community-canned foods. One of the best ways to make "Food Fight for Freedom" is to see that children in your community are getting good meals at school.

Factory feeding programs keep production lines humming full strength. Sometimes they require community action to get them started; sometimes the proprietors of lunchrooms and diners near war plants can be persuaded to serve Victory Lunch Specials to war workers. Your local Food Information Committee can tell you what's been done in your town, and how you can help carry on the program.

Food conservation projects include clean-plate clubs, community canning centers, and home preservation of foods by canning, drying, brining or storing. It means stopping food waste, saving fat, cooking and serving food so that it keeps its full nutritional value. Remember that we wasted enough food last year to take care of our military and Lend-Lease requirements for the same period. When victory is so crucially important, this is like throwing victory in the garbage can.

Victory Garden programs and Farm Labor recruitment have organizations set up in practically every community. Here's a fact to remember: If farmers increase their food production as requested for 1944, if 5 million new Victory gardeners join the 20 million already in the ranks, and if we reduce waste of food one-third, we will add about 15 percent to our food supply.

Market information means keeping informed on locally abundant foods and alternates for scarce foods. Nutritionists and Government agents of the Food Distribution Administration can get up this information. You can help make food fight for freedom by knowing where to go for the information, and using it effectively. Daily, through local newspaper columns and radio programs, the housewife can be told which foods are plentiful, which are scarce, and which must be consumed or stored immediately.

Rationing and price control need people to help promote understanding and observance. Millions of people signed the Home Front Pledge, "I will pay no more than top legal prices, I will accept no rationed goods without giving up ration stamps." There are plenty of jobs for

volunteers on ration boards, on consumer committees, on Price Panels. Ask your Community Service Member of your War Price and Rationing Board about them.

This year Thanksgiving will have a special meaning for all of us—perhaps a new meaning for some of us. Many of the foods Americans ordinarily eat on the holiday, are being sent to far-flung battlefields and outposts of war. Turkeys have been shipped to American fighting men everywhere, for their Thanksgiving dinners. Meats, dried beans, fats, cereals, and other foods go off to England, Russia, and other nations, carrying new strength to our allies. But American citizens will still have holiday foods, even though the quantity may be somewhat reduced.

It's important that the facts about food be known and understood, important that we make "Food Fight for Freedom" at home, as well as abroad.

That's why, when somebody rings your doorbell this month, and says, "Mrs. America, I represent the Citizens' Food Committee, may I tell you where our food supplies are going?"—Don't slam the door on his toe. He isn't selling anything, except Victory. You can't buy it, either. You have to win it.

Mary Hodge, housewife

Finds a challenge in feeding her family well on rationed foods and in sparing more food to fight for freedom.

There's a star-spangled rhythm in the beans bubbling in Mary Hodge's stew pot. There's a patriotic whistle in her teakettle. There's a realistic bugle call floating down from upstairs—Harry Hodge, the only boy in his Scout troop who lives in a house and, consequently, able to practice, is blowing an experimental note.

He looks at the picture of General Walker on the desk as he blows. General Walker, a close family friend, has been reported missing. The wall behind the picture—the whole room—is papered with geodetic survey maps which were given free to the Hodges because of some small defect on each. From the maps Harry and Denny, 12 and 9, know all the battle areas and the ocean spaces across which food must travel to keep soldiers like General Walker fighting for families like the Hodges.

There's an awareness of war in the Hodge's new house out in Virginia, and everybody from Gramp at 83 to Penny, aged 2, feels it.

Penny may not know the meaning of the morning headlines, but the others do. . . "Hand-to-hand fighting . . . Enemy Guns Rake Beaches . . . Allies Pour Reserves into Heavily Beset American Army." For the other six people in the household these phrases hold the deadly thrust of a bayonet—the fragments of a "pineapple" shattering a platoon—the roar of guns—the American dead strewn behind "positions firmly held." They know the meaning of "reserves," men sent to fill in the gaps.

But even Penny is conscious of what's behind another headliner—"Food Fights for Freedom"—because Mary Hodge has taught her family to live by it. Food is life. To Mary Hodge the words of that headliner are more than a banner of pleasant sounds. They stand for a practical working plan. To feed a family of seven well and satisfyingly on \$3.50 per person a week, making this amount stretch to cover all their guests—plus two cats—and still fulfill all wartime food regulations



Preparing a third of her children's nutrition in colorful appetizing school lunches is a job that Mary Hodge takes seriously.

is a challenge which makes her feel that she is part of the whole show.

The Hodge house and everything in it is a symbol of the thrift and planning that the family puts into all its activities. Charles Lee Hodge is a Government employee. He and Mary Hodge worked for years on the designs for their 3-year-old house, making a model out of wood and carving soap furniture to scale. It isn't complete yet, and some of the furniture is like the two crates Denny fashioned into a bookcase, but with continued planning and more thrift it will some day closely resemble their small-scale model.

It is the Hodge conviction that if this war is being fought for anything, it is for the family and its traditions—the special days, the accumulations of stories, the ties of affection, the richness within the family. It is being fought so that activities of any family might add to the culture of the Nation—so that a man like her robust father of 83 can make up his own waffle recipe and have it published for others to use—so that little girls like Mary Lee Hodge, 14, can tell her public school teacher that the patriotic song her grade

sings is "old fogey" and that she thinks she can write one that's better—and does, called "Americans All."

Mary Hodge, housewife, is a red-headed woman of great charm and vitality, and the mother of four blond children. She is further characterized by the seriousness with which she has taken the direction of the Government in its food programs—the rationing—the complications of an already complicated process of housekeeping. She has followed it from the Victory Food Selections to the present turkey order, and she knows what she is doing.

"The secret of all of them," she'll tell you, "is in the planning. Certainly, you can't keep house haphazardly and come out on top. And that's especially true now in wartime. Rationing makes it more difficult. But I don't let it get me down. I've taken the time to fool around with substitutes. And I mean 'fool. The children and Mr. Hodge don't know yet that they sometimes eat brains à la sweetbreads. Or pork liver instead of calves' liver. They'd never eat it otherwise because they stick to things they're used to."

"Men are more resentful of rationing, really, than women. They want to go into a butcher shop and buy exactly what they want, and no substitutes. They'd have a hard time running a household that way now!"

You might say that Mary Hodge starts her week on Thursdays when she goes to market. The night before she plans her menus for the whole week, and she is fairly sure what red points she will pay and what blue points. There may be some revision when she gets to her butcher's, but on the whole it works out according to the list. By a process of elimination she has found when she can get the best bargains.

She has discovered a large wholesale and retail market in Washington that closes at noon on Thursdays, and wants supplies moved out by that time. So she and a neighbor drive in every 2 weeks, arriving

about 11:30. In that way they often get bargains in fruits or vegetables which can't be held over. This market serves large boarding houses, hotels, cafes, the Army and Navy commissaries. And Mary Hodge buys in wholesale lots, too. You can't buy in little sacks for a hungry family of seven.

Not long ago when she was buying a 100-pound sack of potatoes a large woman came up to her and said,

"I have a boarding house, too, where is yours?"

Mary Hodge said, "Boarding house is right—only it's all my own family."

She has always dealt with one butcher who sells nothing but meats. A typical week's purchase from him would be: Lamb chops for Thursday night; fish for Friday; small cube steaks for Saturday, the special dinner of the week; a little hamburger for Sunday's spaghetti—this means Sunday away from the kitchen—a pot roast for Monday; pork liver for Tuesday; and nothing for Wednesday. She'll fry her own chickens that night.

"Rationing of meats has been harder on the small family than the large," she says. "A large family has more stamps to pool." She usually manages to keep salt pork on hand since salt pork requires fewer ration points. She substitutes it occasionally for bacon. But she buys what bacon she can with the balance of points after butter and margarine and oils are purchased.

When rationing started she experimented with margarine as a substitute for butter on the table, but her family wouldn't eat it; because they were used to the *idea* of butter. Then she tried various methods of extending it and finally hit on a combination of butter, margarine, and top milk.

As yet her family isn't aware of her butter extension program. A family is a difficult jury on food. But Mary Hodge doesn't spoil them. They everyone help, from Penny to Gramp. And they're all pretty expert in nutrition.

In summertime and on Saturdays during school term they prepare their own lunches.

The boys, like Mary Lee, can cook. Mary Lee makes cookies and sells them for 50 cents a dozen at the Women's Exchange: She has already bought one bond with the money. If Mrs. Hodge should be away from home any one of them, with the exception of little Penny, could manage very well. They have been trained in making choices in food which began in

the informal lunch routine. Harry who is 12 and in the ah-nuts-to-girls stage might bring in a friend and decide to have bacon and tomato sandwich and a malted milk with egg.

"One slice of bacon or two, Mom?" he'll call in to his mother.

"You decide. I could get just 1 pound and it has to last us until next Thursday."

Harry will grin his freckled grin. "O. K. One, then."

Harry and Denny, aged 12 and 9, are experts in the manufacture of real malted milks. They take an egg, put the yolk in with the milk and the malt, and stir it up with a beater. Then they add the whites, whipped stiff, and they have a professional looking job. The boys like to fix salads, too, and eat raw tomatoes and carrot sticks.

To keep these energetic youngsters going, Mary Hodge uses at least a dozen eggs a day. There are the eggs eaten at noon, at breakfast, and those used in cooking. All the children have an egg for breakfast, besides a cereal, hot chocolate

flavored with cinnamon stick, orange juice, and toast. And cod liver oil in the winter. This includes the father. And Penny has custard at night. To keep ahead of the egg demand, Mary Hodge buys eggs by the crate from Pennsylvania. But she has 75 young chickens coming up now, a number of these, of course, being fryers. These she will soon can for emergencies.

Other purchases than eggs, meat, and wholesale vegetables and fruit, she buys at the "corner" grocery, which is 2 miles away. She almost never goes shopping alone, it's the neighborly thing to share the car. At the corner grocery this past summer she bought tomatoes that were a little too soft for salads, and therefore, much cheaper because they didn't sell well. Mary Hodge bought them to put up. The manager knows her as a good shopper. One day a boy in the store dropped a watermelon and split it.

"I'll bet you'll want to buy that, won't you?" the manager said with a grin.



Harry, Mary Lee, little Penny, and Denny Hodge learn the essentials of nutrition and good cooking when they prepare their own lunches on days when school is out.

"Why, yes; I do," she answered quickly. Watermelons had been too high-priced for her to buy. She put it carefully in the back of the car, and it was a surprise treat at dinner that night.

During the summer she canned 60 quarts of beans, tomatoes, beets, peaches, and applesauce. Berries were out of sight. The children had an arrangement with a neighbor to pick up all the apples that fell on the ground from his apple trees, and these went into apple sauce and jelly. Because the children can eat a loaf of bread at one sitting, Mary has learned to use another substitute for butter—jelly and marmalade. Since the frost and the eastern drought cut off supplies of fresh fruits last season, she has been using some of her blue stamps for low-point fruit juices. She adds pectin to the juice, and has jelly in a half hour of cooking time. She would prefer to get her jelly making all over at once, but since it is impossible, she keeps ahead of the children's appetites by making a little at a time—fast! For the rest of her blue points she buys cans of pears and peaches, the family's preference in fruits. Although these are high in points, she spends most of her blue points for them and serves fresh vegetables and other fruits in season.

These crisp mornings Mary Hodge puts a lot of good planning into the children's lunches. Mary Lee and Harry get hot soup at school, so she arranges sandwiches, carrot sticks, and celery, or fresh fruit or a salad, and oatmeal cookies—no more doughnuts with the rationing of fats and oils—in their collapsible lunch boxes. (When empty the boxes can be made to look like books.) In Denny's box go the

same items plus junket or hot milk or soup in a thermos. It is nothing fancy, but consciously nutritious and colorful. She makes sandwiches of chicken, or meat from the night before. Usually, however, in the Hodge family there are few leftovers, unless they are planned. And almost no waste. Mary Hodge has learned enough about nutrition at the Boston School of Cookery the year before her marriage, and in the ensuing years, to know how to save food values, and her war consciousness has only tightened up on her watchfulness. No outside lettuce leaves are wasted, vegetables are cooked so they'll have "character."

The children, like their parents, have a strong awareness of the war. The only time they grumble about it is when Mr. Hodge as air-raid warden wakes them and makes them file down to the basement.

"Gee, whiz," Denny said when they were routed out at 4 o'clock one morning from a sound sleep by an air-raid alarm, "I'll bet we're the only kids in all Virginia who aren't allowed to sleep."

What they don't know is that Mary Hodge's knees knock together as she goes about her duties out there in that dark and unpopulated countryside when her husband isn't home, and she takes his place as warden. But it's good practice, she believes, and she wouldn't slight any of it. She also acts as a plane spotter once a month, and took a 30-hour course to qualify for it. Her "graduation" day was a big event in the family.

This month, of course, they're making great plans for Thanksgiving. They may have to stint on the rationing points until the big day, but they're going to have a

traditional dinner with turkey and dressing, mashed potatoes, cranberry sauce, celery stuffed with cream cheese spiced with horseradish and onion juice, vegetables, mince and pumpkin pies, the latter without whipped cream. Because nuts are so high the Hodges will buy almonds in the shell, blanch, roast, and season them with butter and salt. At night they will "pick over the bird" and chat around the fireplace in the living room with their guests. They usually have a couple without children to share their family's Thanksgiving holiday. Notwithstanding Emily Post, the Hodges think a turkey bone in the hand is a fine thing. It's delicious—and there's no waste.

The Hodge children are learning what America is in their own home, they're learning what should be valued and held close. They know what food means to them, and they're aware that it's the Food of Freedom, and that if they can't have all the bacon or butter they want, it's because the Food for Freedom is doing its job overseas.

It's a varied, interesting family Mary Hodge keeps going with her careful planning and budgeting. And while she checks over her stamps on Wednesday night, Mary Lee is probably working on the symphony she's composing. Denny is listening to his favorite radio program, Penny is asleep, Gramp is carving something for a Christmas gift. Charles Hodge is probably working at his increased war tasks. And Harry is valiantly struggling to play that bugle. They're a Yankee Doodle Dandy family living in the Food-Fights-for-Freedom way!



Skill and ingenuity come in handy when repairing household equipment.



Women everywhere are conserving labor by finding time to do their own washing.



Making good use of a cooperative pressure cooker to stretch rations and money.

War on waste, army style

There are tips for every housewife in the ways army cooks fight food waste. Here's how they do it at Mitchel Field.

At Mitchel Field—one of the leading air bases of the East and headquarters of the First Air Force—food waste is a fighting phrase. If you don't believe it, ask the mess sergeants.

Better yet, picture one of the periodic garbage inspections.

Scene: Back of the mess hall by the rack of garbage buckets. There stand those galvanized-iron pails bearing mute but unimpeachable evidence of how effectively the food that comes into this particular mess hall is used.

An officer is here to review that evidence. He doesn't guess. He measures. This officer has a gage with him—a device that counts off the garbage inches, gallons, and pounds. One unit on the gage

represents $3\frac{1}{4}$ inches, 3 gallons, or $24\frac{1}{4}$ pounds of food in a 30-gallon garbage pail.

Four ounces per man per day of edible garbage is the top allowance. Aim is well under that figure. If the waste is more, the mess sergeant will find it to his disadvantage not to correct the situation.

Counted in the 4-ounce figure is food that could have been eaten—but not peelings, rinds, coffee grounds, eggshells, and the like.

Thus, far from being the silent accomplice to waste that it can be in civilian life, the Army garbage pail has as little privacy as anything on the post. The mess sergeant watches it as cautiously as a pilot notes the weather.

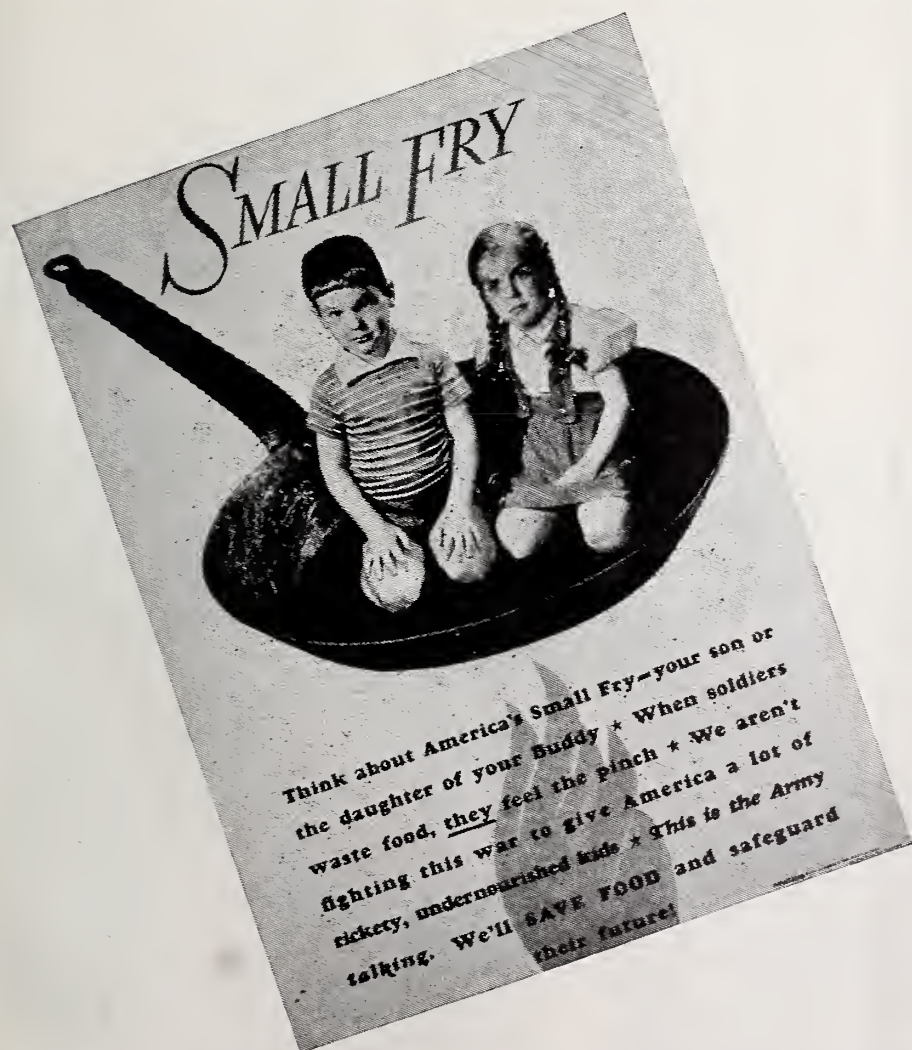
But—garbage inspection is the last chapter really in the story of Mitchel Field's

fight on food waste. First of all there is the positive approach.

"A good mess sergeant, a good mess. A poor mess sergeant, a poor mess," is an old Army saying that applies to waste as well. For it is the individual mess sergeant, his cooks and bakers, and his overseeing officers who control food use.

Consequently, step one in the Army's antiwaste war is to make sure these men know their business. Some soldiers, who have worked with food expertly in civilian life, may be pressed into immediate mess hall service. But for the most part they are specially trained.

At Army schools they learn scientific food facts—the importance of temperature control in keeping and cooking food, how to handle food in quantity, how to save



Posters promote soldiers' food saving so folks at home get enough.



Second nature to a mess sergeant is cooking to save.



Army cooks' first lessons are in food conservation.

food values by proper cooking, correct storage methods for all kinds of food. Conservation is accented all along the line.

After school usually comes a period of working under supervision. After this, the men are on their own and by this time most of the Army's antiwaste regulations have become second nature.

Ask any old-time mess sergeant how he keeps waste at a minimum and you'll likely get a vague answer, such as "oh, there can't be any waste. The Army doesn't allow it." But take the time to question him more closely and it simmers down to a lot of details. Here's how those details add up.

Grocery List

As every homemaker knows, uncertain attendance at meals can easily cause waste. Playing safe and counting on the largest number likely results in overbuying. A mess sergeant has this problem multiplied. His patronage varies from day to day and from meal to meal. He can count on a full house before pay day, a drop afterward, and bigger attendance at dinner and supper than at breakfast. Beyond that, the pattern is not so clear.

A partial solution is to order no further in advance than necessary. At Mitchel, no mess sergeant can draw more than a 3-day issue of rations. By keeping the ordering frequent, all food can be stored without waste and the ordering adjusted quickly to attendance shifts.

Food drawn is based on actual mealtime attendance. Say it is Tuesday, the day to order for Wednesday, Thursday, and Friday. The sergeant pulls out Monday's statistics. He adds the number present for breakfast, dinner, and supper, divides by 3

to get the average. If the average is under 100—say 95—he orders rations for 95 men for 3 days.

If the average is over 100, he has to take into account another food-saving practice recently instituted at Army posts. That is, he must discount 5 percent of the attendance when he orders. If the average is over 200, he reduces his order 10 percent. For, according to Maj. James K. Anthony, supervisor of all Mitchel Field messes, experience has shown there is about that much saved when food is cooked in quantity at one central point.

But back to the mess sergeant and his ordering. He looks over the menus for the forthcoming 3 days and the accompanying grocery list. These master menus and order lists, prepared by the Office of the Quartermaster General, are figured in terms of 100 men for a day. All he has to do, is to use a little arithmetic.

This summer, there were many days when the mess sergeants over at Camp Mills subpost were able to scratch fresh vegetables from the order list. For the subpost had its own Victory Garden, started by the enlisted men and cultivated during their off duty hours. Lettuce, radishes, tomatoes, sweet corn, sweetpotatoes, eggplant, and green peppers were some of the groceries the men grew.

At each ordering the mess sergeant takes a quick inventory of food on hand and cuts down or x's out items accordingly. Every 10 days, a thorough inventory is taken, and any food that will not be used immediately goes back to central supply headquarters.

When the supply truck gets back everything is put away to keep from 1 to 3

days. Potatoes and onions go into slatted boxes. Vegetables, fruits, meat, eggs, dairy products go into cold storage—either in refrigerators or walk-in lockers. Thermometers hang in the ice boxes at all times and the temperature is kept within a safe range—well below 50° Fahrenheit but at least 2 degrees above freezing.

Empty corrugated paper, bottles, bottle tops, tin cans, baskets, boxes—all containers—go back to the post's salvage officer who sees to it that they go to work again in one way or another.

Meat comes in great carcasses, untrimmed. The mess hall butcher must cut it up and trim off the fat. He renders the fat, strains out the cracklings.

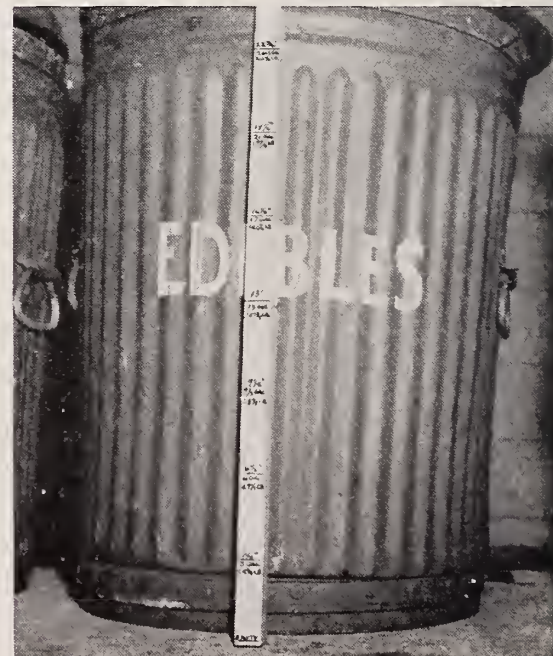
Clarified, the fat is used by the cooks to cut down on the amount drawn as rations. Fat that can no longer be used for cooking goes to the garbage—but into a special can for fat only. It is picked up several times a week, sold to companies who put it back into the fight as glycerine or some other war product. Cracklings are sold separately.

Incidentally, as a further fat-saving measure, all sinks on Mitchel Field have grease traps installed. These are boxes of water that work on somewhat the same principle as a cistern filter. When liquid is poured down the sink, fat stays in the box, rises to the top. It is skimmed off several times a week for salvage.

Literally, the Army eats its meat down to the bone. After the butcher trims the bones, the cooks take them, boil them for broth. This stock makes soups, stews, and gravies. One mess sergeant has a special spaghetti sauce made from it. In summer—when soups are not so popular—vegetables are cooked in the broth.



Garbage pails are lined up for review as an officer measures one mess hall's food waste.



Garbage pail waste is measured this way.

For the most part, keeping waste down in the mess hall kitchen when a meal is under way is much the same as in civilian kitchens. That is, attention to cooking times, temperatures, exact measuring, close attention to recipes cuts down failures and the quantities of products of poor quality. Cooks season judiciously, avoid overcooking with an eye to plate waste.

All peelings must be kept thin, and no good leaves of cabbage or lettuce thrown away. If not, there's the give-away garbage pail to pile up the evidence. Modern potato peelers have been installed in all Mitchel Field mess kitchens. If these in some measure have lightened the burden of soldiers detailed to K. P., that is an additional benefit. The main reason they are there is that the machine can do the job with less waste of potato and time than can human beings.

Although menus are set up for days ahead, the mess sergeant can make some shifts. If a vegetable on hand shows signs that it will not be in prime condition by the time it is scheduled, he can ring it in ahead of one that's a better keeper.

To the ultimate consumer

"Serve attractively"—one of the rules for cutting down plate waste—presents some difficulties in the average mess hall. Tables are bare, seats are stools or benches, china and cutlery must be kept to a minimum, the dishing up must be speedy.

Extreme cleanliness makes up a lot for the lack of the usual civilian table appointments. Mess halls are inspected every meal. They must be spotless—even to the pot-bellied black stoves that heat the hall. Dishes in which food is cooked and served must be hospital clean. Men who serve must be clean and in clean uniforms.

All mess halls are not equally attractive, even on one post. But the aim in all at Mitchel is for a feeling of airiness and light. Walls are painted white or off-white shades, windows shine, and the ventilation is excellent. A number of the halls, including the one for the WAC's, have added simple tailored curtains.

Some outfits have devoted their spare time to doing a professional job of wall decorating on the mess hall. An Engineers' outfit at Mitchel has a colorful mural above the serving counter done by a soldier artist. Lining the hall, in the spaces between the many windows, are framed original paintings done by other artists in this same group. The mess hall that serves a group of Air Force Signal Corps Engineers has scores of squadron insignia painted in full color on the walls.

Mess is served in two "calls." In between times there is a break during which no one can be served. This allows eaters to finish their meals unhurriedly and the cooks to have food hot for the second call.

All food is served chow-line style, with the exception of some salads, bread, sometimes butter, and the condiments that are a part of the table setting. As a soldier moves down the line from dish to dish he gets what he requests, has the privilege of telling the server to hold the spinach. He is entitled to second helpings.

Soldiers are discouraged from taking more than they can eat, directly and indirectly. Set up near the entrance or just inside the door is a blackboard that lists the menu, gives eaters a chance to decide what they will or will not take. Also near the chow line are posters picturing the folly of waste. One such shows a soldier whose eyes have been bigger than his appetite and bears the caption "If you can't make it, don't take it."

The mess sergeant may put the same idea across even more colorfully if plate waste begins to get out of bounds. On such occasions he's likely to plant himself by the garbage pails into which the soldiers scrape away or pour away what they have left. As a soldier scrapes good food into the garbage about the mildest thing the mess sergeant may remark is—"If 'you didn't want it, what did you take it for? Now just march back there and eat it.'" Such conversations are not one-sided and during them the mess sergeant may pick up a few hints for himself and his cooks. Less frequently, a mess supervising officer will stand by the garbage and make similar suggestions.

All bread at Mitchel Field now is put on the table in piles of half slices—at an estimated saving of about 15 percent. One mess sergeant has figured his savings nearer 50 percent. Also saved is the butter thrown away with uneaten half slices.

Mitchel Field mess sergeants are quick to remind a civilian that they too are rationed strictly on scarce items such as butter. They have their ways of making it stretch. They cut it up in cubes and dole it out that way or put a one-sixth pound slice on the table for 10 people—whichever method works best. Uneaten butter on the serving plates is either served again or used in cooking. Once the butter is on a man's plate nothing can be done to save it except to point out the problem. Mess sergeants have been known to leave butter pointedly off the menu for a day or two if it is being wasted.

Sometimes a little psychology can save scarce items. When meat is short, for instance, all the mess halls at Mitchel put it at the end of the chow-line. If a soldier has a plate well-filled with other food he's more likely to go easy on the meat.

It has been found that men tend to leave less on their plates if they are allowed to smoke in the mess hall. At Mitchel Field, after-meal smoking is allowed except when facilities are overcrowded. Then smoking has to be foregone in the interests of speeding up the service.

If some food shows itself to be a perennial leftover no matter how tastily it is prepared, the mess sergeant usually can make arrangements with the commissary to get another food in its place. Soldiers in some messes won't absorb much rutabaga. Some ignore eggplant. Squash is often a problem vegetable. Although such prejudices are regrettable, the men that have them are well past the age when their eating habits can be changed easily.

For other types of leftovers, Mitchel Field cooks work out their own answers.

Leftover bread becomes French toast. Or soft crumbs that amplify the meat loaf, the meat casserole, or stuff the fowl. Or it is rolled in fine dry crumbs for coating fish or cutlets for frying. It may become croutons to float on the soup. Very often it turns into that old washday special, bread pudding, glamorized by adding raisins and a lemon or chocolate sauce.

Leftover meat that is good served cold goes on to the next meal as an extra item. This can't be overdone, though, as it is likely to earn the mess sergeant an uncomplimentary nickname such as "Cold-cuts" Smith. So it will be combined with fresh cooked meat for a loaf or casserole. Or it will go into soups, stews, or chili con carne.

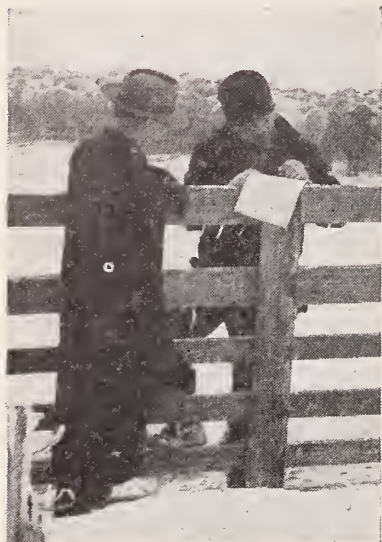
In the ration order, fresh milk is allowed only at breakfast. Mess sergeants usually hoard any leftover, keep it until they have enough to serve at dinner or supper.

The Army way

From ordering to making use of leftovers, Mitchel Field's war on waste is similar to measures being taken at Army posts the country over. For, no matter exactly how they are carried out, the Army's basic anti-waste regulations are as much a part of the military routine as a salute or the morning bugle call.

Our fighting men have priority on our food supplies. Once in the Army, food becomes a direct war weapon. As such it is expendable. But for every bit expended, the Army wants value received in body-building nourishment.

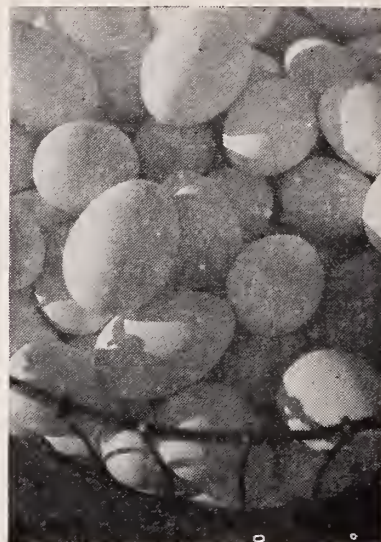
Score yourself on "Food Fights for



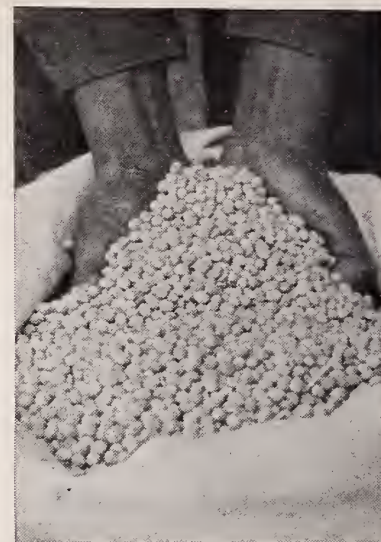
1. This home front fighter is:
Signing a mortgage
Filling out a tax blank
Pledging his crop quota



2. A Pattern for Victory, but what is it?
A jungle suit
Porkers
Sacked spuds



3. Our hens lay of these every minute.
176,000 37,500
118,000 1,500



4. Yes, these are beans—but what kind?
Navy beans
Cranberry Baby lima
Soybeans Cowpeas



5. This pile will yield vital:
Fertilizer Powder
Salt Oil Water



6. Important to farmers and flyers, this is a:
Parachute Drill Radiosonde



7. This machine of war is a:
Diver's pump Respirator
Milking machine



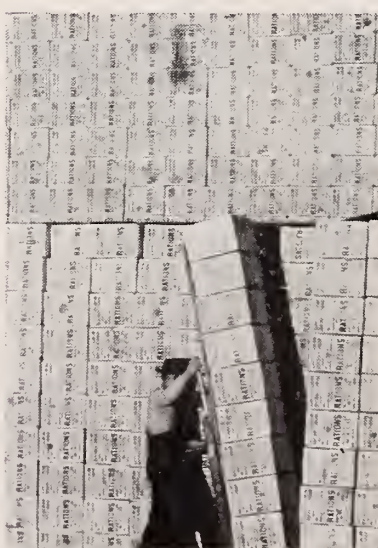
8. What are these boys up to? Are they:
Doing war work Hunting quail
Sneaking a swim



9. This girl has earned the right to wear the uniform of:
Women's Marine Reserve
Woman's Land Army SPARS



10. Believe it or not, this soldier eats more food a day than he did as a civilian.
 $\frac{1}{2}$ lb. 1 lb. $1\frac{1}{2}$ lbs. 2 lbs.



11. Unless your eyes deceive you, this is a:
Ration book
Chinese newspaper
Food shipment



12. Who would find this package most useful?
A housewife A Greek
An exterminator

Freedom

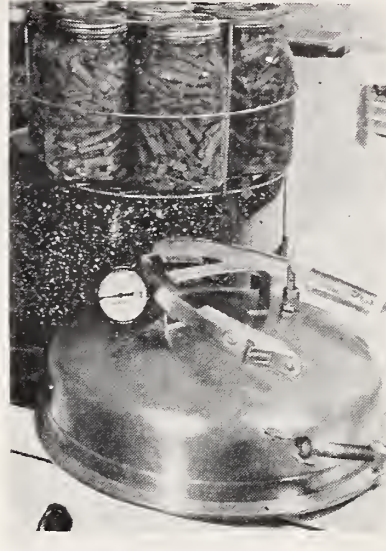
Then turn the page to check your answers.
Twenty correct ones qualify you as an expert.



13. These boys, eating American food, are what nationality?
American Russian
English French



14. You are looking here at:
An air view of the Black Forest
Camouflaged plane factory
Victory Garden



15. Critical war tool, this is:
A bomb bay door
A pressure cooker
A submarine hatch cover

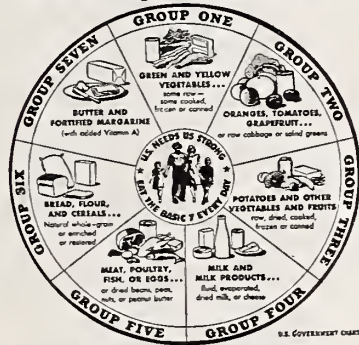


16. This technical expert is:
Brining beans
Putting clothes to soak
Cooking for WAC's



17. What's this fellow doing?
Screening popcorn Drying food
Turning silkworms

*For Health...eat some food
from each group...every day!*



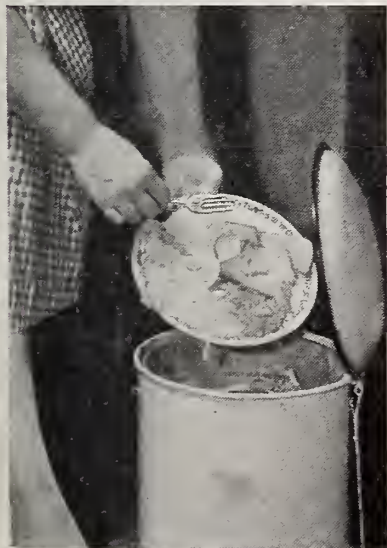
IN ADDITION TO THE BASIC 7...
EAT ANY OTHER FOODS YOU WANT



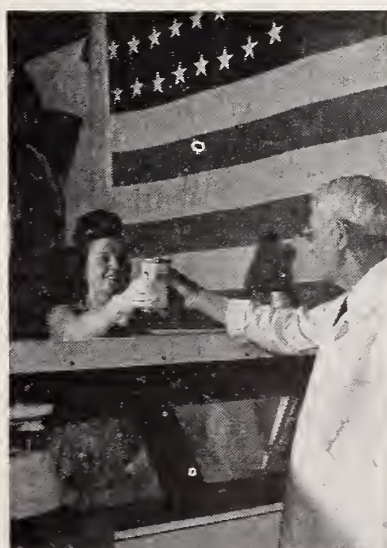
19. This is a wartime class in:
War strategy Better eating
Sleight of hand



20. This woman, cheating her family, is:
Wasting water Wasting grease
Pouring out nutrients



21. The average American tosses
pounds of food into the garbage can
each year.
25 75 125 175 225 275



22. This patriotic woman is:
Collecting for the Red Cross
Selling T. B. stamps
Turning in waste fat



23. Point rationing was puzzling there
at first. What's the date of this
picture?
Feb. 15 March 1 March 29



24. This woman won't get caught in any
Black Market because:
(All together)
SHE WATCHES CEILING PRICES

Some of the answers on "Food Fights for Freedom."

1. The farmer is pledging to raise his quota of food for Uncle Sam. He and our 10 million other farmers are raising a fourth again as much food as they raised before the war. They wouldn't have been able to do it without planning, without setting goals and straining every effort to reach them.

2. Porkers make up this Pattern for Victory—pigs on their way to market, enough of them this year to give us more than 12 billion pounds of chops, hams, roasts, and bacon.

3. 118,000 eggs a minute, day and night, weekdays and Sundays—that's the rate at which our hens are laying to give us that record 5,190,000,000-*dozen* crop estimated for this year.

4. Soybean is the new bean in the American bean family. But few of us see it on our tables in this form. It is raised for oil, used to paint battleships, make plastic fittings for bombers, in salad oils and margarine. The meal that is left after the oil is extracted is high in protein content, rich in some vitamins. It makes a good livestock feed, and ground into grits or flour makes a good human food fortifier. You'll find soybeans in this latter form on grocery shelves all over the country right now.

5. Cottonseed makes the pile in the picture, so the right answer is oil. Cottonseed oil has many of the same uses as soy oil. And cottonseed meal has much in common with soy meal.

6. A radiosonde is a robot weather observer that sends back temperature, air pressure, and humidity readings from various altitudes. The weather is something that the farmer can do nothing about, but it helps him to know what he's up against.

7. The milking machine, which is saving 210,000,000 man-hours on American farms this year, is one of the labor-saving farm tools that must compete with other machines of war for steel.

8. These boys are doing war work. They are about to put this hay in the barn loft, for they are a part of the patriotic army of schoolboys who helped on American farms last summer.

9. This Woman's Land Army girl is representative of the more than 150,000 woman workers placed in full or part time work on farms, up to now. Since farms have lost some 3 million workers to the Army and industry, still more volunteers are needed. A full month's work qualifies a woman for this uniform.

10. This soldier, who dolefully stares at his Field Ration, really eats, on the average, 1½ pounds more food a day than he did as a civilian. Fighting burns a lot of energy.

11. This food is being stacked for shipment abroad, for a fourth of our entire production now goes to power our Armies, to help power the Russian Army and the British fighters on the home and war fronts, and to win liberated civilians to our side.

12. A Greek would find this package most useful, for it holds a day's meals. Add water to these cakes and you get three bowls of a rich protein soup, nicely flavored with onion and salt, a quart of skim milk, two scrambled eggs, four glasses of orange juice, a bowl of cornmeal cereal, a generous serving of chocolate pudding, and a walnut bar coated with molasses and sugar, for quick energy. Twenty-five bombers could fly enough of these 1-pound packages into Athens to feed its entire population for a day.

13. These are American boys fortunate enough to be in a school that has a school-lunch program. A good project for any group.

14. This is a section of one of the 20,000,000 Victory Gardens planted this year. They added so many billions of pounds of food to the national supply that 22,000,000 gardens is next year's goal. It'll be fun, putting knowledge learned by mistakes into practice.

15. Pressure cookers are playing an important role in the war-time food picture. Not much good to grow food, then let it waste and the pressure cooker is the only safe way of canning vegetables.

16. Brining beans—another way of keeping them, and some other vegetables, for the winter. Gives a slight acid taste.

17. This fellow prefers to preserve his Victory Garden output by drying it. He is using a home-made dehydrator.

18. This Nutrition Target is an easy guide to health. The bull's-eye is the "U. S. Needs Us Strong" slogan and the way to hit it is to eat some foods from each of the "Basic 7" groups each day.

19. This is a better-eating class conducted by a local nutrition committee. There are thousands such committees, but thousands more needed to promote higher production through better eating.

20. This woman is feeding the kitchen sink better than her family. When vegetables are cooked in too much water and the water is poured off, valuable vitamins and minerals go with it.

21. Garbage surveys show the average American wastes 225 pounds of food a year. A good 6 weeks' supply!

22. This patriotic woman is turning in waste fat—a pound of it, or enough to make glycerine for 37-mm. antiaircraft shells.

23. Point rationing, which provides the mechanics for sharing food and consumer goods, was instituted March 1, 1943.

24. The Black Market isn't a place. It's a transaction, involving prices above ceiling prices or the waiving of point payment.

PRODUCE-CONSERVE-SHARE-AND PLAY SQUARE

World's best war diet

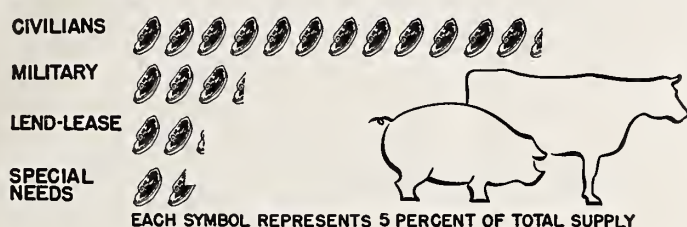
That's what we'll be eating as we swing into the third winter of war. Pictographs below show how much food was allocated to civilians, as compared with food going to military, Lend-Lease, and special needs. If you add it all up, the civilians' share comes to 75 percent of our total food supply for 1943-44.

Translated into terms of your market basket, it means that you can expect to find more bread, cereals, soybeans, dried beans, peanut butter, Irish and sweet potatoes, and oleomargarine in

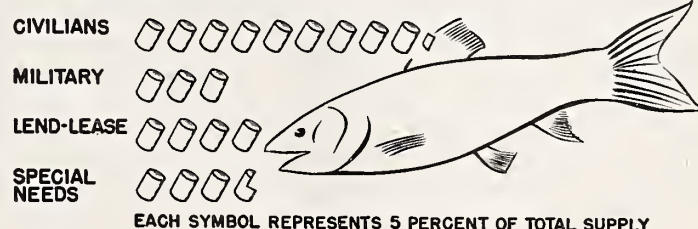
the grocery stores. You should find about the same amounts of eggs, fruit juices, fluid milk, canned vegetables, fish, and chicken, as you found in 1942, but less meats, broilers, dairy products, fresh fruits, fresh vegetables, and turkeys.

National planners count heavily on Victory Gardens and nutrition education to keep the Nation's diet up to snuff. They expect our food habits to change—for the better. Anyway, here are the groceries. You plan the meals.

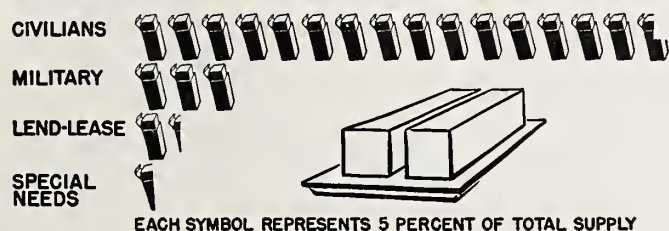
MEATS



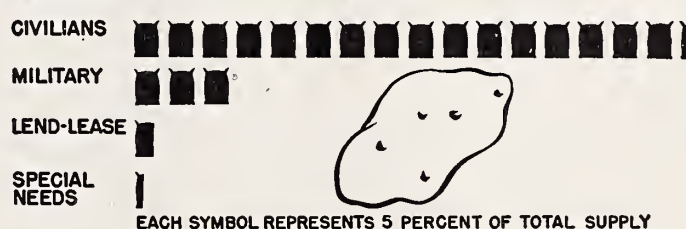
CANNED FISH



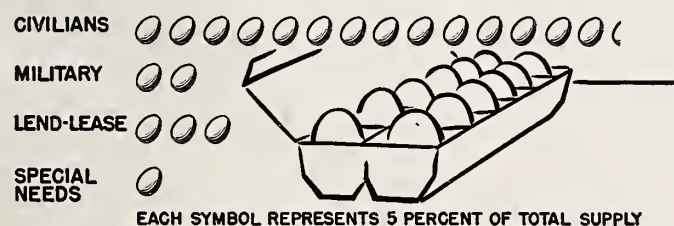
BUTTER



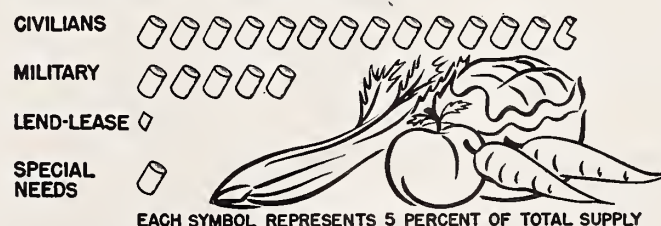
WHITE POTATOES



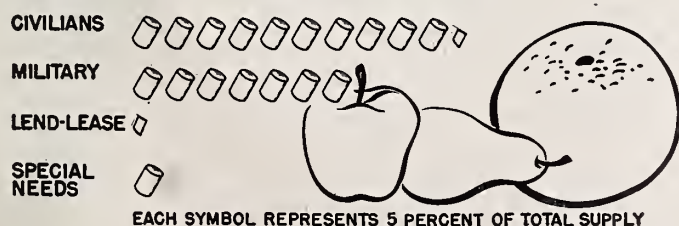
EGGS



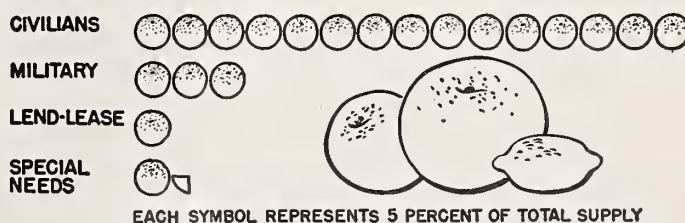
CANNED VEGETABLES



CANNED FRUITS & JUICES



CITRUS FRUITS



GUIDE POSTS

Hurrah for the Pumpkin Pie!

If you are troubled because your boy won't be home to eat a good Thanksgiving dinner—don't be. His menu for the holiday will make you want to join the WAC's and his dad the infantry.

Breakfast: Oranges, dry cereal, milk (fresh, if possible), hot cakes, bacon, toast, butter, sirup, and coffee.

Dinner: Fruit cup, roast turkey with dressing and gravy, cranberry sauce, mashed potatoes, buttered peas, corn, tomato and lettuce, crisp celery, assorted pickles, hot rolls and butter, pumpkin pie, apples, grapes, candies, nuts, and coffee.

Supper: Cold cuts, sliced cheese, potato cakes, left-over vegetables, bread, butter, peanut butter, cocoa.



Come, Little Leaves . . .

If you long for the acrid smell of leaves burning in the bright November air, and reach for a rake, stop! Your ground needs the rehabilitating virtues of those leaves. Or if you like to rake for raking's sake, go into the woods and gather up piles of leaves that have been decaying for a year. Bring them home and spade them into the soil so that they will break down into valuable organic material, called humus, for next spring's victorious Victory Garden.

Attention: Daisy Bumstead and Felix the cat!

"Pet Pakits" are given to all who ask in a San Francisco cafe. They are cartons designed to hold the leftovers of patron's plates so pets won't suffer from lack of scraps when their owners eat out.

Tenderizing Toughs

Hawaiians and South Americans have always known that refractory cuts of meat wrapped in papaya leaves or even boiled with the leaves came out tender as a porterhouse steak. There is a South American belief that old hogs and other animals fed on the leaves acquire tender flesh, and that tough meat hung in a

papaya tree becomes more readily digestible. And now science and industry use the milky juice of the fruit and the cut plant, called papain, to manufacture medicines to relieve dyspepsia, to cure meats, to tan leather, and to prevent shrinkage of wool. Most of our papain came from Ceylon, India, and Japan. For our future supplies we are looking hopefully to Hawaii and South America where the rapidly growing plant springs up without cultivation. A papayan leaf with every meat stamp would be a boon to American cooks.



Something new under the sun

Hollanders behind their dikes bristling with German guns have just given the world the first new vegetable to appear in a generation. It is the "wobbie," a cross between the carrot and a beet. According to the Netherlands Press Agency in London the wobbie contains 3 to 4 times more vitamin C than either carrots or beets.



Improve each shining hour?

Here's another broken myth: A bee doesn't like to work any more than a boy likes to clean out furnaces. And she won't leave her bed and board if she has an excuse to stay in. Her excuse is the weather. If it's too cool, too hot, too foggy, too anything, she stays inside and makes herself cozy with a good book. That disinclination of bees to work gave us a 30- to 40-million pound loss of honey this year. In the white clover belt—from New York to Iowa—the July rain and the intermittent cool days persuaded bees to linger longer in their hives. There wasn't a busy bee in the whole belt. Notwithstanding this loss, however, the 500 million colonies of lazy bees produced an

estimated 191 million pounds of honey for 1943, an increase of 13 million pounds over the 1942 crop.



Did You Know . . .

That Irish potatoes stored in light will turn green and taste bitter?

That they will turn into sugar and taste sweet if kept at temperatures below 40° F.?

That the sugar will turn back again into starch if the potatoes are kept in a warmer place for a week or two before using?

That they will spoil if frozen?

That they should be stored in a cool, dark place where the temperature does not rise above 60° or fall below 40°?

That we should buy them in large quantities to relieve shortage of farm storage space? A Victory Food Selection until Nov. 6.



Sweet Note

One of the cheaper items on the fresh fruit market is bananas. They're selling at 11 to 13 cents a pound. The hitch is—to find them first. We are now getting only 40 to 45 percent as many as we normally did, with the increase coming in from Mexico. Ordinarily, from 60 to 65 million stems are shipped in. Now we receive 20 to 25 million stems. The supply may gradually improve if more ships are available to bring in the fruit from Central America.

Sour Note

You won't find any oranges at your grocery until about the middle of the month. For the first time in the last decade the California crop of oranges was exhausted before the Florida and Texas crops start coming in, around November 15.

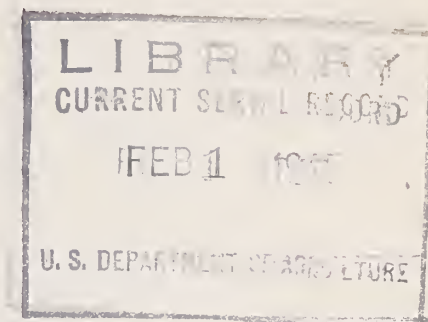
SORRY, no News Letter this time!

The December issue will carry the News Letter in a different form. Watch for it.

44
d422C
op 1.
inc.

CONSUMERS' GUIDE

INDEX



VOLUMES VIII AND IX
NOVEMBER 1, 1941—NOVEMBER 1943
AND
NEWS LETTER
NOVEMBER 1942—OCTOBER 1943

Published by OFFICE OF DISTRIBUTION
WAR FOOD ADMINISTRATION
WASHINGTON, D. C.

The CONSUMERS' GUIDE is printed with the approval of the Bureau of the Budget as required by Rule 42 of the Joint Committee on Printing. Official free distribution, 140,000 copies per issue. Additional copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., 5 cents a copy, or by subscription, 50 cents a year, domestic, 70 cents a year, foreign. Postage stamps will not be accepted in payment.

INDEX OF SUBJECTS

Consumers' Guide

Volume VIII

November 1, 1941 to November 1942

LISTINGS IN CAPITAL LETTERS INDICATE EITHER THE TITLES OF ARTICLES OR ARTICLES DEALING SOLELY WITH THE SUBJECTS INDICATED.

A

- ABELS, THE, SIZE OF THEIR RUBBER SHOE SITUATION, No. 20, pp. 7-9.
- Accidents, No. 19, pp. 13-14.
- Aches, No. 18, p. 13.
- Act to promote the defense of the United States (Lend-Lease), No. 7, p. 2.
- Addressing parcels to overseas service personnel, No. 20, p. 4.
- Ads, selectiton of, for British Government releases, No. 17, pp. 6-7.
- Agricultural Chemistry and Engineering, No. 4, p. 11; No. 14, p. 2.
- Agricultural Extension Service, No. 16, pp. 4-5.
- Agricultural Marketing Administration, earmarking supplies of food for the 1942-43 school-lunch program, No. 17, p. 6.
- Alluvial Land Corporation, No. 3, p. 6.
- Aluminum, how to polish, No. 2, p. 13.
- America's sugar bowl, No. 10, p. 2.
- American International Institute for the Protection of Childhood, No. 13, p. 5.
- Anemia, cause of, No. 1, pp. 7-8.
- Answers to food quizzes, No. 4, pp. 14-15.
- ANSWERS TO MILK QUIZ, No. 10, pp. 11, 15.
- Appliances, cooking, No. 6, p. 7.
- ARE YOU A GREASE-WASTER, No. 17, p. 14.
- Argentina:
- "Crumb of Bread" society, No. 13, p. 6.
 - "Cup of Milk" society, No. 3, p. 6.
 - mobile canteens in, No. 13, p. 6.
 - National Institute of Nutrition in Buenos Aires, No. 13, p. 6.
 - National Nutrition Institute of, No. 13, p. 6.
 - nutrition activities in, No. 13, p. 6.
 - school-lunch program in, No. 13, p. 6.
- Asparagus, production goal, No. 2, p. 6.

B

- BANISH SPOTS TO SAVE, No. 6, p. 11.
- Barbour County, West Virginia, school-lunch program, No. 18, pp. 5-7.
- Barter exchange, London, No. 12, p. 9.
- Beans:
- lima, production goal, No. 2, p. 6.
 - snap, production goal, No. 2, p. 6.

- Beef, grading of, No. 18, pp. 14-15.
- Beets, production goal, No. 2, p. 6.
- Berry:
- bushes and vines, pruning of, No. 9, p. 12.
 - patches neglected, worth saving, No. 9, p. 12.
 - production cycle, No. 2, p. 5.
- Best ways to use food fats (chart), No. 10, p. 10.
- Bibliography: FACTS ARE WEAPONS AGAINST WASTE, No. 6, p. 14.
- BOOKSHELF FOR GARDENERS, No. 10, pp. 14-15.
- Borax, as water softener, No. 8, p. 11.
- Brass, how to polish, No. 2, p. 13.
- Bread, No. 20, p. 11.
- Bread, national wheat meal, loaf of (Britain), No. 12, p. 7.
- Brining, No. 9, p. 13.
- BRITAIN CHANGES THE LOOK OF THINGS, No. 12, pp. 5-9.
- Britain, dehydrated food for, No. 7, pp. 8-10.
- BRITAIN, FOOD FOR, No. 7, pp. 2-7.
- British Government, ads for, No. 7, pp. 6-7.
- "British Restaurants," No. 7, pp. 4-5; No. 17, pp. 12-13; No. 18, p. 4.
- Brooms, No. 6, p. 9.
- Brushes, No. 6, p. 9.
- Budget:
- clothing, No. 2, pp. 8-10.
 - planning, No. 16, pp. 6-7.
- Bureau of Home Economics:
- Experts Search for Ways to Make Us Stronger in War, As Well As In Peace, No. 7, p. 15.
 - Research—
 - on mildew-preventing process, No. 1, pp. 9-10.
 - on standardization of clothes, No. 3, p. 10.
 - tips on care of rubber, No. 12, pp. 3-4.
 - Under the Microscope, No. 7, p. 15.
- Burns, No. 18, p. 13.
- But Let's Garden With Sense, No. 9, p. 3.
- Butter, grading of, No. 2, p. 15.

C

- Cabbage, production goal of, No. 2, p. 7.
- Calendars:
- fresh vegetable, No. 15, p. 10.
 - fresh fruit, No. 15, p. 11.
- Calves:
- for beef, No. 2, p. 4.
 - for veal, No. 2, p. 4.

Canned:

- foods and jellies, No. 10, p. 4.
- goods, grades of, No. 2, p. 15.

Canning:

- equipment, suggestions for, No. 4, p. 6.
- fruits, No. 9, p. 13.
- Home Canning of Fruits and Vegetables and Meats (F. B. 1762), No. 9, p. 13.
- project for low-cost lunches, Orono, Maine, No. 1, p. 15.
- vegetables, No. 9, p. 13.

Cans:

- biggest part of the tin saving, No. 11, p. 6.
- for canned meats, restriction on the use of tin plate, No. 11, p. 7.
- for chemicals, medical, and industrial products, No. 11, p. 7.
- larger cans can mean money, No. 11, p. 6.
- no limit on amount of tin plate for canning certain vegetables, No. 11, p. 7.
- on the second food list, No. 11, p. 6.
- on the vegetable front, No. 11, p. 7.

CANS LINE UP FOR THE DURATION, No. 11, pp. 6-7.

Car pooling, No. 16, pp. 13-14.

Carrots:

- production goal, No. 2, p. 7.
- storage of, No. 2, p. 7.

Cartoon Series:

- Clean to save, No. 2, pp. 12-13.
- Cut kitchen wastes, No. 6, pp. 6-7.
- Don't waste money, No. 10, p. 15; No. 17, p. 13.
- Dozen don'ts for gardeners, No. 9, pp. 10-11.
- Eight characters in pursuit of defeat, No. 15, pp. 6-7.
- Gardens aren't like Topsy, No. 9, p. 6.
- Gift from home, a, No. 20, pp. 2-4.
- Hold that ceiling, No. 15, pp. 2-5.
- Is your home winterproof, No. 19, p. 9.
- Is your medicine chest ready for emergencies, No. 18, pp. 12-13.
- Longer life to rubber, No. 12, pp. 2-4.
- Longer life to your house, No. 6, p. 3.
- More eggs per hen for 1942, No. 12, p. 15.
- New ideas to help sell better nutrition, No. 14, pp. 12-13.
- On cheese, No. 17, p. 7.
- Potatoes, use of, No. 12, p. 7.
- Save on heat, No. 6, p. 4.
- Stop food waste, No. 4, pp. 5-7.
- They need good gardeners and many things, No. 9, p. 7.
- Thumbs down for Mrs. Hilda Heckler, No. 16, p. 8.
- Thumbs up for Mrs. Sam Jones, No. 16, p. 9.
- Twelve tricks in saving electricity, No. 1, pp. 5-6.
- Victory marketers save on wrappings and carry their bundles, No. 10, pp. 12-13.
- Where's the ceiling price, No. 17, pp. 8-9.

Cassina, a possible substitute for tea, No. 12, p. 13.

Cauliflower, a good source of vitamin C, No. 4, p. 15.

Ceiling prices:**cartoon series—**

- Hold that ceiling, No. 15, pp. 2-5.
- Thumbs down for Mrs. Hilda Heckler, No. 16, p. 8.
- Thumbs up for Mrs. Sam Jones, No. 16, p. 9.
- Where's the ceiling price, No. 17, pp. 8-9.
- ceilings get a definition, No. 15, p. 2.
- clothes have ceiling prices, No. 15, p. 4.
- for consumers, No. 15, pp. 2-5, 14; No. 16, pp. 8-9.
- for retail services, No. 19, pp. 6-7.
- Look for "Ceiling Price \$——" or "Our Ceiling \$——," No. 15, p. 15.
- on cosmetics, No. 20, p. 15.
- posted in stores, No. 15, p. 15; No. 17, pp. 8-9.
- questions and answers on, No. 15, pp. 2-5, 14.
- selling prices may be less, No. 15, p. 3.
- tops for rent, No. 15, p. 4.
- violators will be punished, No. 15, p. 14.

Charts:

- An aromatic plot for a kitchen garden, No. 12, p. 11.
- Best ways to use food fats, No. 10, p. 10.
- Budget planning, No. 16, p. 7.
- Changes in prices consumers pay in different cities, U. S. Bureau of Labor Statistics, No. 5, p. 13.
- Facts and figures on living costs, No. 5, p. 13.
- Food values of sugars and sweetenings, No. 10, p. 3.
- for planting small garden, No. 9, p. 8.
- Minimum standards for four "types" of sheets, pillow cases, sheeting, No. 11, p. 12.
- Mothers' Health Organization, No. 5, p. 5.
- of foods a family eats and needs in a week, No. 3, pp. 8-9.
- of vegetables, fruits and berries, No. 9, pp. 4-5.
- Planting calendar, No. 9, p. 9.
- Planting yardstick, No. 9, p. 9.
- showing 16 kinds of fur-bearing animals, No. 20, p. 13.

Cheese:

- cartoon on, No. 17, p. 7.
- for lend-lease shipments, No. 17, p. 7.
- imported, No. 17, p. 7.
- in place of meat, No. 20, p. 11.
- uses for, No. 17, p. 15.

Chemicals in cosmetics, No. 20, pp. 5-6.

Cherries, canned, grading of, No. 2, p. 11.

Chickens:

- egg-laying, No. 2, p. 4.
- marketed for meat, No. 2, p. 4.

Children's Bureau, U. S. Department of Labor, No. 13, p. 14.

Chile:

- Chilean National Nutritional Council of, No. 13, p. 6.
- "Cup of Milk," centers of, No. 13, p. 7.

Chile—Continued.

"Drop of Milk," centers of, No. 13, p. 7.

Church kitchens, No. 4, p. 6.

Citrus fruit:

in children's diet, No. 1, p. 3.

trees, No. 2, p. 5.

CLEAN THINGS LAST LONGER, No. 6, p. 10.

CLEAN TO SAVE, No. 2, pp. 12-14.

Cleaning:

aluminum, No. 2, p. 13.

brass, No. 2, p. 13.

cast iron, No. 2, p. 13.

china and enamel surfaces, No. 2, p. 13.

electric irons, No. 6, p. 10.

floors, No. 2, p. 12; No. 6, p. 9.

furniture, No. 6, p. 9.

ironing boards, No. 6, p. 10.

kitchen utensils, No. 2, p. 13; No. 6, p. 7.

mechanical washing machines, No. 6, p. 10; No. 12, p. 4.

nickel, stainless steel, nickel-copper alloy, chromium, No. 2, p. 14.

painted walls and wood trim, No. 2, p. 12; No. 6, p. 9.

pewter, No. 2, p. 13.

polish, silver, recipe for home-made, No. 2, p. 14.

rubber, No. 12, pp. 3-4.

rugs and carpets, No. 6, p. 9.

stoves, No. 2, p. 13; No. 6, pp. 6-7.

vacuum cleaners, No. 6, p. 9.

wallpaper, No. 2, p. 13; No. 6, p. 9.

windows and mirrors, No. 2, p. 12.

wood furniture, No. 2, p. 13; No. 6, p. 9.

(See also BANISH SPOTS TO SAVE; IT PAYS TO CLEAN WITH CARE; SLOW DOWN WEAR FROM DUST AND DIRT.)

Clothes:

consumers in Britain may spend a total of 51 points on all clothes in a year, No. 12, p. 9.

have ceiling prices, No. 15, p. 4.

Clothing:

for high school girl, \$7.50, No. 2, p. 9.

Government is gearing the clothing industry for wartime duty, No. 16, pp. 10-11.

made with rubber thread, No. 12, p. 3.

removal of spots from, No. 6, p. 11.

standard sizes for, No. 3, p. 10.

women's, No. 16, pp. 10-11.

Cocoa and chocolate, definitions and standards of identity proposed by Food and Drug Administration, No. 4, p. 14.

Cod liver oil, vitamins A and D, No. 4, p. 10.

Coffee:

making, No. 14, p. 8.

plants, No. 14, p. 7.

Coffee—Continued.

Step Up Your Skill in Buying and Brewing, No. 14, p. 6.

Stretching the 75 percent, No. 14, p. 7.

substitutes, No. 14, p. 7.

to produce the best (with the least coffee), No. 14, p. 8.

under WPB allocation order, No. 14, p. 6.

Coffee County, Ala., community meeting, No. 3, p. 13.

Cold cream. (See Face powders and creams.)

Comforts or Quilts You Make Yourself May Save on Materials Needed in War, No. 19, p. 15.

Common emergencies, No. 18, p. 12.

Community:

gardening, No. 10, p. 14.

preservation centers, No. 4, pp. 4-7.

restaurants. (See British Restaurants.)

Conservation of fuel, No. 4, pp. 11-13.

CONSIDER THE COW, No. 4, pp. 2-5.

Constipation, No. 18, p. 13.

Consumer:

facts useful to very low-income consumers, No. 3, pp. 11-13.

in Britain may spend a total of 51 points on all clothes in a year, No. 12, p. 9.

inquiries, No. 11, pp. 2-5.

purchase study for low-income families, No. 4, p. 15.

Consumer, the, and the standardization of farm products, No. 2, p. 15.

CONSUMERS' BOOKSHELF:

Automotive—

automotive lubrication, No. 2, p. 14.

fuels and carburetion, No. 2, p. 14.

the internal combustion engine, No. 8, p. 15.

the motorcycle, No. 8, p. 15.

the motor vehicle, No. 8, p. 15.

Budget—

changes in assets and liabilities of families, No. 14, p. 15.

family expenditures for clothing, No. 8, pp. 13-14; No. 14, p. 15.

family expenditures for furnishings and equipment, No. 8, p. 13.

family expenditures for housing and household operations, No. 14, p. 15.

wise buying in wartime, beef, No. 14, p. 14.

wise buying in wartime, eggs, No. 14, p. 14.

Children—

children bear the promise of a better world, No. 13, p. 15.

well-nourished children, No. 8, p. 13.

Clothing—

buying, boys' suits, No. 5, p. 14.

shoes, sizing and fitting, No. 5, p. 14.

6 CONSUMERS' BOOKSHELF—Continued.

Community development—

- a handbook in community development, No. 8, p. 14.

Consumer—

- activities, consumer division and consumer committees of State and local defense councils, No. 14, p. 14.
- annual report of the National Consumer-Retailer Council, Inc., No. 8, p. 14.
- business-consumer platform, No. 8, p. 14.
- coal consumers' digest, No. 14, p. 15.
- consumer and the war, No. 14, p. 14.
- consumer centers, No. 14, p. 14.
- consumer education, No. 8, p. 14.
- consumer expenditures in the United States, No. 8, p. 14.
- consumers, the shock troops of home defense, No. 8, p. 13.
- national defense consumer information centers, No. 2, p. 15.
- 132,000,000 consumers, No. 8, p. 13.
- six-point consumer-business program in a defense economy, No. 14, p. 14.
- some principles of consumer education at the secondary school level, No. 14, p. 15.
- southern Negro family learns to use the consumer services of its Government, No. 8, p. 13.

Cooperatives—

- literature on cooperative education, No. 8, p. 13.
- European cooperatives and the war, No. 2, p. 14.
- possibilities and limitations of cooperative marketing, No. 2, p. 15.

Diets—

- family food consumption and dietary levels, No. 14, p. 15.
- recommended dietary allowances, No. 2, p. 14.

Economics—

- description of hearings and monographs of the Temporary National Economic Committee, No. 5, p. 14.
- final report of the Executive Secretary to the Temporary National Economic Committee, No. 5, p. 14.

Flour and bread—

- 20 questions on "enriched" flour and bread, No. 2, p. 14.

Food—

- eat the right food to help keep you fit, No. 13, p. 15.
- family food consumption and dietary levels, No. 14, p. 15.
- keep fit with the right foods, No. 8, p. 15.
- problem of food, No. 8, p. 15.
- three market lists for low-cost meals, No. 13, p. 15.

CONSUMERS' BOOKSHELF—Continued.

Food preservation—

- farm and home drying of fruits and vegetables, No. 10, p. 14.
- home canning of fruits, vegetables, and meats, No. 10, p. 14.
- home storage of vegetables, No. 10, p. 14.
- home-made jellies, jams, and preserves, No. 10, p. 15.
- making fermented pickles, No. 10, p. 15.

Food and Drug Administration, No. 5, p. 14.

Fruits and vegetables—

- ABC of canned fruit and vegetable labeling, No. 14, p. 14.
- canned and dried fruit and vegetable production exceeds half billion dollars annually, No. 8, p. 14.
- green vegetables in low-cost meals, No. 14, p. 14.
- wholesale fruit and vegetable market, St. Louis, No. 8, p. 14.
- wise buying in wartime, tomatoes and tomato products, No. 14, p. 14.

Gardening—

- city home garden, No. 10, p. 14.
- disease-resisting varieties of vegetables for the home garden, No. 10, p. 14.
- diseases and insects of garden vegetables, No. 10, p. 14.
- farm garden, No. 10, p. 14.
- gardening and food preservation, No. 10, p. 14; No. 13, p. 15.
- growing fruit for home use, No. 10, p. 14.
- guide for planning a local Victory garden program, No. 10, p. 14.
- hotbeds and coldframes, No. 10, p. 14.
- permanent fruit and vegetable gardens, No. 10, p. 14.
- subsistence farm gardens, No. 10, p. 14.
- vegetable seeds for the home and market garden, No. 10, p. 14.
- Victory gardens, No. 13, p. 15.

Health—

- group medical care, No. 14, p. 14.
- health and happiness, No. 8, p. 14.
- until the doctor comes, No. 8, p. 13.

Home—

- defense of the home, No. 8, p. 14.
- home front in national defense, No. 14, p. 15.
- home refrigeration, No. 14, p. 15.

Housing—

- defense housing policies and progress, No. 8, p. 14.
- family expenditures for housing and household operations, No. 14, p. 15.
- Government, No. 2, p. 15.
- map, road, for farms and villages, No. 8, p. 15.

minimum requirements for farm houses, No. 8, p. 15.
 planning for safety, No. 8, p. 13.
 recent developments relating to public health interest in, No. 8, p. 15.
 Installment selling, pros and cons, No. 8, p. 14.
 Laws—
 State Anti-Trust laws, No. 8, p. 14.
 Legislation—
 State price control legislation, No. 8, p. 14.
 Nutrition—
 information exchange on education and defense, No. 14, p. 14.
 keep fit with the right foods, No. 8, p. 15.
 nutrition, the armor of robust health, No. 8, p. 15.
 nutrition education in the school program, No. 8, p. 13.
 Posters: Make America strong; U. S. needs us strong, No. 13, p. 15.
 Office of Civilian Defense—
 Civilian defense volunteer office, 1941, No. 8, p. 13.
 Roofs and roofing—
 Asphalt-prepared roll roofings and shingles, No. 2, p. 15.
 Rural Electrification Administration—
 electricity for the farm through REA, No. 8, p. 13.
 School-lunches—
 and education, No. 13, p. 15.
 and the community, No. 13, p. 15.
 Studies—
 housing America, a source unit for the social studies, No. 8, p. 13.
 of grade, quality, and price of canned tomatoes sold at retail in Indiana, No. 2, p. 15.
 Taxes—
 consumption, No. 2, p. 15.
 tax barriers to trade, No. 8, p. 14.
 Trade barriers—
 bibliography on interstate trade barriers, No. 2, p. 14.
 outline of certain factors involved in the study of interstate trade barriers, No. 2, p. 14.
 summarized report of the legal subcommittee on interstate trade barriers, No. 2, p. 14.
 Weights and Measures Administration, No. 14, p. 15.
 CONVERTING FARMS FROM PEACE TO WAR, No. 11, pp. 8-11, 15.
 Cooking schools at health centers, No. 8, p. 7.
 Copper, how to polish, No. 2, p. 13.
 Corn:
 production goal, No. 2, p. 5.
 sweet, production goal, No. 2, p. 7.

Cosmetics:

ceiling prices, No. 20, p. 15.
 false and misleading advertising, No. 20, p. 15.
 free, for girl workers (Britain), No. 20, p. 5.
 important ingredients, No. 20, pp. 5-6.
 restriction, No. 20, p. 6.
 standardization in Britain, No. 20, p. 6.
 Cotton:
 land, No. 3, p. 5.
 program, under AAA, No. 3, p. 5.
 stamps, No. 3, pp. 11-13.
 Cotton Trade Association, wardrobe kits for FSA style shows, No. 2, p. 10.
 County USDA War Boards, No. 17, pp. 2-4.
 Cow(s):
 beef, No. 2, p. 4.
 feed, No. 4, p. 4.
 gestation, period of, No. 2, p. 4.
 milk, No. 2, p. 2; No. 4, pp. 2-5.
 milking 3 times a day, No. 2, p. 3.
 She, Too, is Being Enlisted for National Defense, No. 4, pp. 2-5.
 Critical materials in cosmetics, No. 20, p. 6.
 CUT KITCHEN WASTES, No. 6, p. 6.

D

Dandruff, No. 20, p. 15.
 Definitions of beef, veal, and lamb, No. 4, p. 15.
 Dehydration:
 of eggs, No. 7, p. 8.
 of fruits and vegetables, No. 7, pp. 8-10.
 of milk, No. 7, p. 8.
 Dentifrices, No. 20, p. 6.
 Deodorants, No. 20, p. 6.
 Depilatories, No. 20, p. 15.
 Diets:
 cheese in, No. 17, pp. 7, 15.
 discussions about improving, No. 1, pp. 2-4; No. 5, pp. 3-4, 6.
 preliminary 1-week report covering 670 rural school children in 20 counties of Virginia, No. 1, p. 3.
 (See also Foods; Milk; Nutrition.)
 Diseases and Insects of Garden Vegetables (F. B. 1371), No. 8, p. 9.
 Disease(s):
 caused by deficiencies of certain food nutrients, No. 4, p. 14.
 caused by lack of vitamin A, No. 4, p. 10.
 caused by lack of vitamin B, No. 4, p. 9.
 Dog bite, No. 18, p. 13.
 Don't Pass Along to Someone Else the Responsibility for Adequate Food for Handicapped Children, No. 14, p. 5.
 Dresses, war and pre-war styles of, No. 16, pp. 10-11.
 Dried Beans and Peas in Low Cost Meals (Leaflet), No. 11, p. 7.

- Dried Fruits in Low Cost Meals (Leaflet), No. 11, p. 7.
 Dried fruits and vegetables (F. B. 984, Home Drying of Fruits and Vegetables), No. 9, p. 13.
 Ducks, No. 2, p. 4.

E

Earache, No. 18, p. 13.

Eggs:

- chicken, No. 2, p. 4.
- dried, No. 7, pp. 8, 10.
- Egg Dishes at Low Cost (Leaflet), No. 12, p. 15.
- Government seals and dates on cartons of, No. 12, p. 14.
- grading of, No. 2, p. 11; No. 12, pp. 14-15.
- hatching, No. 2, p. 4.
- in place of meat, No. 20, p. 10.
- labeling of, No. 12, p. 14.
- 1942 goal, No. 2, p. 4.
- prices, No. 12, p. 14.
- production goal, No. 12, p. 14.
- protein in, No. 4, p. 15; No. 12, p. 14.
- tips on cooking, No. 12, p. 14.
- what to look for when buying, No. 12, p. 14.

EGGS ARE TOPS, No. 12, pp. 14-15.

EIGHT CHARACTERS IN PURSUIT OF DEFEAT, No. 15, pp. 6-7.

Electric:

- cord, repairing of, No. 6, p. 8.
 - lighting and wiring, No. 6, p. 14.
 - ranges, care and cleaning of, No. 6, pp. 6-7.
 - refrigerators, No. 6, p. 6.
 - when plug cap pulls loose, No. 6, p. 8.
- Electricity, twelve tricks in saving of, No. 1, pp. 5-6. (*See also Cartoon Series.*)

Emergencies:

- cartoon series on, No. 18, pp. 12-13.
- is your medicine chest ready for, No. 18, pp. 12-13.
- what to do in, No. 18, pp. 12-13.

EVENING UP THE CHANCE TO EAT, No. 17, pp. 10-13.

Exhibits, British, No. 12, p. 7.

Extension Service workers, No. 1, pp. 3-4; No. 16, pp. 4-5, 15.

Eye, foreign bodies in, No. 18, p. 13.

F

Face powders and creams, No. 20, pp. 5-6, 15.

FACTS AND FIGURES ON LIVING COSTS, No. 5, p. 12 (*See also Charts.*)

FACTS ARE WEAPONS AGAINST WASTE, No. 6, p. 14.

Facts the Flahertys Learned, No. 18, pp. 10-11.

Farm Security Administration:

- clothing budget, No. 2, pp. 8-10.
- community meeting in Coffee County, Ala., No. 3, p. 13.
- education for families under, No. 3, p. 12.
- home supervisors of, No. 3, pp. 11-13; No. 13, p. 14.

Farm Security Administration—Continued.

program, human conservation under, No. 2, pp. 9-10.
 workers, No. 3, p. 11.

Farms:

from peace to war, converting of, No. 11, pp. 8-11, 15.

recruiting workers for, No. 17, pp. 2-4.

FAT OF THE LAND, No. 8, pp. 9-11.

Fats, No. 10, pp. 8-10.

Fats and oils:

- discussions, No. 8, pp. 9-11; No. 10, pp. 8-10.
 - imported, No. 8, p. 9.
 - production table of food fats and oils (years, 1940 and 1942), No. 10, p. 8.
- (*See also Are You a Grease-Waster.*)

Federal Security Agency, No. 20, p. 15.

Federal Trade Commission, No. 20, p. 15.

Feed, cow's, No. 4, p. 4.

Fertilizer, No. 9, p. 6.

Fire:

- prevention of, No. 6, p. 14.
- tips on, No. 6, p. 12.

Fish, a substitute for meat, No. 20, p. 10.

Flood of 1927 in the Delta land, No. 3, p. 2.

Floors, care of, No. 6, p. 9.

Flour, enriched, Food and Drug standards for, No. 4, p. 14.

Food:

- ads, British Government releases, No. 7, pp. 6-7.
- advice centers (Britain), No. 12, p. 7.
- American, billions of pounds of, No. 18, pp. 1-4.
- canned, No. 10, p. 4.
- charts, No. 3, pp. 8-9; No. 9, pp. 4-5.
- Community Food Preservation Centers (bulletin), No. 4, p. 5.
- deficiency diseases, certain nutrients lacking in, No. 4, p. 14.
- discussion groups at community gatherings, No. 1, p. 2.
- distributed by the Government, No. 17, p. 6.
- dried, No. 7, pp. 8-10; No. 18, p. 4.
- for America's allies, No. 18, pp. 2-4.
- for freedom campaigns, No. 2, p. 2; No. 4, pp. 4-5; No. 7, pp. 11-14; No. 13, pp. 12-14.
- grades—
 - for dairy and poultry products, No. 2, p. 11.
 - for fruits and vegetables, No. 2, p. 11.
 - for meats, No. 2, p. 11.
- iron and protein, two most important nutrients in manufacturing red corpuscles, No. 1, p. 7.
- "lease and lend," No. 12, p. 6.
- marketing lists for, No. 3, p. 7.
- new ways, new places, to use more fresh, No. 15, pp. 8-9.
- night blindness, vitamin A deficiency in, No. 4, pp. 9-10; No. 7, p. 15.

Food—Continued.

- preservation and preparation of, No. 6, p. 14.
 - production goals, No. 2, p. 2.
 - puzzle-posers on, No. 3, pp. 14-15.
 - puzzle-posers, answers to, No. 4, pp. 14-15.
 - record, No. 3, p. 7.
 - refresher courses on, No. 1, p. 4.
 - rich in iron, No. 4, p. 14.
 - shipped to the United Kingdom, No. 18, pp. 2-4.
 - Stop Food Waste, No. 4, pp. 5-7.
 - table of weekly fruits and vegetables, in pounds, for family of four, No. 9, p. 4.
 - that can give you the nourishment that meat can give, No. 20, pp. 10-11.
 - vitamins and minerals, No. 1, p. 2; No. 4, pp. 14-15.
- Food and Drug Administration, No. 4, pp. 14-15; No. 12, p. 13.
- Food, Drug, and Cosmetic Act, The, No. 4, pp. 14-15; No. 20, p. 15.
- FOOD FOR BRITAIN, No. 7, pp. 2-7.
- FOOD MOVES TO THE FRONT, FROM MOSCOW TO CAPE TOWN, No. 18, pp. 2-4.
- Food values of sugars and sweetenings, No. 10, p. 3.
- Foreign Bodies in the Eye, No. 18, p. 13.
- Fresh fruits and vegetables, grades, No. 2, p. 15.
- Fruit(s):

- calendar for fresh, No. 15, p. 11.
 - canned, No. 2, p. 6; No. 4, p. 15.
 - grades of, No. 2, p. 15.
 - canning of, No. 9, p. 13.
 - consumption of, No. 2, p. 6.
 - dried, No. 7, pp. 8-10; No. 9, p. 13.
 - goal for, No. 2, p. 6.
 - GROWING FRUIT TAKES TIME, No. 9, pp. 12-13.
 - Neglected Berry Patches are Worth Saving, No. 9, p. 12.
 - neglected fruit trees can sometimes be brought to bear fruit again, No. 9, p. 12.
 - peaches, No. 16, pp. 2-3.
 - production of, No. 2, p. 6.
 - storage of, No. 9, p. 13.
 - They Need Cultivating, No. 9, p. 12.
 - What to Grow in a Small Fruit Garden, No. 9, p. 12.
 - Where Fruits Grow Best, No. 9, p. 12.
 - wrong cooking methods destroy certain vitamin values in fruits and vegetables, No. 4, p. 14.
- (See also NEW WAYS, NEW PLACES, TO USE MORE FRESH FOODS; VICTORY FOOD SPECIALS.)

Fruit trees, No. 9, p. 12.

Fuel:

- conservation of, tips on, No. 4, pp. 11-13.
 - how to save, No. 19, pp. 8-9.
- (See also IS YOUR HOME WINTERPROOF; MORE HEAT, LESS FUEL.)

Fur:

- blended, No. 20, p. 12.

Fur—Continued.

- chart showing 16 kinds of fur-bearing animals, No. 20, p. 13.
- coat—
 - some facts you should know when selecting, No. 20, p. 12.
 - take care of, No. 20, p. 14.
 - What Kind of Animal (pelt) are You Getting, No. 20, p. 12.
 - when you buy, No. 20, p. 14.
- label requirements, No. 20, p. 12.
- misrepresentation of grade, quality, or kind of, No. 20, p. 12.
- pelts need processing, No. 20, p. 12.
- produced in this country, No. 20, p. 12.
- storing, No. 20, pp. 14-15.

FURNACES NEED CARE:

- coal furnaces, No. 6, p. 4.
 - hot-water heaters, No. 6, p. 5.
 - oil burners, No. 6, p. 4.
 - oil burning space heaters, No. 6, p. 5.
- Furnishings, home, cleaning of, No. 2, pp. 12-14.
(See also Cleaning.)
- Furniture, care of, No. 6, p. 9.

G

Garden(s):

- An Aromatic Plot for a Kitchen Garden Need Not Take Up Much Space, No. 12, p. 11.
- land, tools, trucks, cars, etc., pooling of, No. 9, p. 14.
- Teamwork Makes Gardens Grow Better, No. 9, pp. 14-15.

GARDEN FOR VICTORY, No. 9, pp. 2-15.

Garden hose, care of, No. 12, p. 3.

Gardeners, a dozen don'ts for, No. 9, pp. 10-11.

Gardens Aren't Like Topsy, No. 9, p. 6.

Gas and electric ranges, No. 6, pp. 6-7.

Gas and electric refrigerators, No. 6, p. 6.

Geese, No. 2, p. 4.

GENERAL HEATING RULES, No. 6, p. 4.

General Maximum Price Regulation, No. 15, p. 2.

GETTING DOWN TO EARTH, No. 9, p. 8.

GIFT FROM HOME, A, No. 20, pp. 2-4, 15.

(See also Cartoon Series.)

Gloves:

- rubber, No. 12, p. 3.
- rules for buyers of, No. 14, p. 10.
- rules for washing, No. 14, pp. 10-11.

Glycerine:

- from fats, No. 8, p. 9; No. 17, p. 14.
- in toilet goods, No. 20, p. 5.
- uses, No. 17, p. 14.

Goals, 1942:

- for eggs, No. 8, p. 4.
- for fruits, No. 8, p. 6.
- for meat, No. 8, p. 2.

Goals, 1942:—Continued.

for milk, No. 8, p. 4.

for vegetables, No. 8, p. 6.

Good Gardeners, No. 9, p. 7.

Government is Gearing the Clothing Industry for War-time Duty, No. 16, pp. 10–11.

Grades:

butter, No. 2, p. 15.

canned fruits and vegetables, No. 4, p. 15.

cherries, No. 2, p. 11.

eggs, No. 2, p. 11; No. 12, pp. 14–15.

fresh fruits, No. 2, p. 15.

fresh vegetables, No. 2, p. 15.

meat, No. 2, p. 11; No. 18, pp. 14–15.

turkeys, No. 2, p. 11.

Grains, No. 2, p. 5.

Grapes, No. 9, p. 12.

Grease, don't waste, No. 17, pp. 14–15.

GROWING FRUIT TAKES TIME, No. 9, pp. 12–13.

H

Hair:

cosmetic preparations for removal of, investigations by Food and Drug Administration, No. 20, p. 6.

dry shampoos, No. 20, p. 15.

fats for oiling, No. 20, p. 15.

mineral oils least beneficial for, No. 20, p. 15.

soapless shampoos, No. 20, p. 15.

X-ray treatments for removal, disapproval of, No. 20, p. 6.

A HANDFUL OF HANDBOOKS, No. 13, p. 15.

Hard water, softener for, No. 8, pp. 10–11.

Harvesttime, No. 9, p. 9.

Hay, No. 4, p. 4.

Hazards, home, No. 19, pp. 13–14.

Health, Virginia Organizes for Better, No. 1, pp. 2–4.

Heat:

cooking, No. 6, p. 7.

exhaustion from, No. 18, p. 13.

general rules on saving, No. 6, pp. 4–5.

Must Be Conserved, Whether You Live in a Fuel-Short Area or Not, No. 19, pp. 8–9.

HELP YOURSELF TO CHEESE, No. 17, pp. 7, 15.

Herbs, No. 12, pp. 10–11.

HERE'S HOW TO STRETCH IT (Rubber), No. 12, pp. 3–4.

Hoarding, No. 10, p. 9.

Hog(s):

corn-hog ration watched to determine whether hog-raising is likely to be profitable, No. 7, p. 12.

farmers can cut pig losses by using familiar public health measures, No. 7, p. 14.

feeding and caring for, No. 7, pp. 12–14.

feeds for, measured in terms of corn, No. 7, p. 13.

how to make an improvised pig brooder, No. 7, p. 14.

measures suggested by Department of Agriculture can reduce deaths of little pigs, No. 7, p. 14.

need balanced diets, No. 7, p. 13.

Hogs—Continued.

rickets in little pigs, No. 7, p. 13.

HOLD THAT CEILING, No. 15, pp. 2–5, 14.

Home Canning of Fruits, Vegetables, and Meats (F. B. 1762), No. 9, p. 13.

Home Drying of Fruits and Vegetables (F. B. 984), No. 9, p. 13.

HOME HAZARDS ARE COSTLY, No. 19, pp. 13–14.

Home-Made Jellies, Jams, and Preserves (F. B. 1800), No. 9, p. 13.

Honey:

and some of its uses, No. 10, p. 4.

as a substitute for sugar, No. 10, p. 3.

HONORS FOR HOME FRONTIERS, No. 18, pp. 5–7.

Hot-water bottles, care of, No. 12, p. 3.

House repairs, No. 6, p. 3.

(See also Rent Control.)

HOW ABOUT A QUILTING BEE, No. 19, p. 15.

HOW DID YOU MAKE OUT, No. 4, pp. 14–15.

HOW LONG DOES IT TAKE TO GROW, No. 2, pp. 2–7, 10.

HOW MANY TIMES HAVE YOU BEEN STUNG, No. 18, pp. 14–15.

How To Be a Grease-Saver, No. 17, p. 14.

How to get a cup of shelled nut meats, No. 4, p. 15.

HOW'RE WE GOING TO GET 'EM DOWN ON THE FARM, No. 17, pp. 2–4.

HOWYA FEET, BUDDY, No. 16, pp. 12–15.

Hunger Doesn't Stop With School, No. 14, pp. 4–5.

I

Ice packs, rubber, care of, No. 12, p. 3.

Indigestion, No. 18, p. 13.

Inquiries, on Price Control Law, No. 11, pp. 2–5.

Insect Control (F. B. 1371—Diseases and Insects of Garden Vegetables), No. 8, p. 9; No. 9, pp. 7–8.

Insect stings, No. 18, p. 13.

Insecticides, No. 8, p. 7.

Insuring More and Better Meals, No. 13, pp. 12–13.

Inter-American Agricultural Cooperation, No. 13, p. 5.

Inter-American Indian Institute, No. 13, p. 5.

International Labour Organization, No. 13, p. 5.

IS YOUR HOME WINTERPROOF, No. 19, pp. 8–9.

(See also Cartoon Series.)

IS YOUR MEDICINE CHEST READY FOR EMERGENCIES, No. 18, pp. 12–13.

IT PAYS TO CLEAN WITH CARE:

blankets, cotton, linens, rayons, sewing machines, silks, and woolens, No. 6, pp. 10–12.

It's the Lid on Your Cost of Living for the Duration, No. 15, pp. 2–5, 14.

IT'S 2½ POUNDS OF MEAT NOW, No. 20, pp. 10–11.

J

Jams, jellies, and preserves (F. B. 1800—Home-Made Jellies, Jams and Preserves), No. 9, p. 13.

JOE AMERICAN WANTS TO STEP IT UP, No. 19, pp. 2–5.

JOHNNY'S GOING TO GET THE BREAKS, No. 3, p. 10.

- Kale, production goal, No. 2, p. 7.
 KEEPING THE WHEELS UNDER AGRICULTURE, No. 14, pp. 2-3.
 Kitchen Front (radio program in England), No. 12, pp. 5-6.
 "Kitchen Soldiers" of Bridgeport, No. 19, pp. 10-12.
 Kitchen utensils, cleaning of, No. 2, p. 13.
 Krauting, No. 9, p. 13.

L

- Label(s):
 on canned foods, No. 2, p. 15.
 on eggs, No. 12, p. 14.
 on sheets and pillowcases, No. 11, p. 12.
 Lambs, No. 2, p. 4.
 Land(s):
 Delta, No. 3, pp. 2-6.
 purchase contract for, No. 3, p. 5.
 report of State Land Use Planning Committee, No. 3, p. 6.
 State-owned, No. 3, p. 4.
 utilization plan, No. 3, p. 6.
 Laws passed by Congress for protection of consumers, No. 4, p. 15.
 LEARNING WARTIME HABITS, No. 11, pp. 13-15.
 Leather:
 care of, No. 14, p. 11.
 protecting and waterproofing, No. 14, p. 11.
 rules for buyers of, No. 14, p. 11.
 Lend-Lease:
 Act (to Promote the Defense of the United States), No. 7, p. 2.
 food shipped under, No. 7, pp. 8-10; No. 18, pp. 2-4.
 LET'S LOOK IT IN THE EYE, No. 10, pp. 5-7.
 Lettuce, production goal, No. 2, p. 7.
 Lighting, electric. (See SAFE WIRING SAVES POWER.)
 Lima beans. (See Beans, lima.)
 Linens, No. 11, p. 12.
 Local planning groups, N. Y. C., No. 8, p. 5.
 LONGER LIFE TO RUBBER, No. 12, pp. 2-4.
 LONGER LIFE TO YOUR HOUSE, No. 6, p. 3.
 LOOK FOR "CEILING PRICE \$——" OR "OUR CEILING \$——," No. 15, p. 15.
 Lunch(es), hot:
 AMA, earmarking supplies of food for the 1942-43 school program, No. 17, p. 6.
 dramatization of, No. 1, pp. 11-14.
 for school children, No. 1, p. 14; No. 13, pp. 6-11; No. 14, pp. 4-5; No. 17, pp. 5-6, 15; No. 18, pp. 6-7.
 low-cost, No. 1, p. 15.
 Orono, Maine, canning project for, No. 1, p. 15.
 (See also NEW IDEAS TO HELP SELL BETTER NUTRITION; PUTTING POWER INTO MANPOWER; PROGRAMS.)

- Making Fermented Pickles (F. B. 1438), No. 9, p. 13.
 Margarine, vitamins in, No. 12, p. 6.
 Marketing lists, No. 3, p. 7.
 Maté (yerba maté), substitute for tea, No. 12, p. 13.
 Meals, low-cost:
 Dried Beans and Peas In Low-Cost Meals (Leaflet), No. 11, p. 7.
 Dried Fruits in Low-Cost Meals (Leaflet), No. 11, p. 7.
 Mealtime at British Day Nursery for "under fives," No. 14, p. 5.
 Meat(s):
 best safeguard against blind buying, No. 18, pp. 14-15.
 canning (F. B. 1762, Home Canning of Fruits, Vegetables, and Meats), No. 9, p. 13.
 dried beef, No. 7, p. 8.
 grades of, No. 2, p. 11; No. 18, pp. 14-15.
 official Government quality grades are your best safeguard against blind buying, No. 18, pp. 14-15.
 pork, No. 7, pp. 11-14.
 production goal, No. 2, p. 2.
 (See also Calves; Chickens; Cows; Hogs; Lambs; IT'S 2½ POUNDS OF MEAT NOW.)
 Medicine chest:
 Is Your Medicine Chest Ready for Emergencies, No. 18, pp. 12-13.
 It Should Include These Items, No. 18, pp. 12-13.
 Metals for salvage, No. 8, p. 2.
 Microscope, under the, No. 7, p. 15.
 MILDEW CAN BE PREVENTED, No. 1, pp. 9-10.
 Milk:
 answers to milk quiz, No. 10, pp. 11, 15.
 cow's, No. 4, pp. 2-4.
 distribution of, in settlement houses and nurseries, N. Y., No. 5, p. 10.
 goal for, No. 2, p. 4; No. 4, p. 5.
 going into cheese, No. 17, p. 7.
 in diets, No. 3, p. 15; No. 4, p. 14; No. 5, p. 4.
 in place of meat, No. 20, p. 11.
 in school lunch programs (England), No. 17, p. 13.
 leaflet for mothers, No. 5, pp. 3-4.
 nickel, No. 1, p. 4.
 nutritional equivalent of quart of fluid whole milk, No. 4, p. 14.
 nutritive value of dried skim, No. 4, p. 15.
 penny, No. 1, p. 4; No. 5, pp. 8-11.
 distribution of, in nursery schools, No. 5, p. 11.
 production increase, No. 4, pp. 3-4.
 quiz. (See MILK QUIZ.)
 rebus on, No. 5, p. 11.
 skimmed, No. 4, p. 5.
 dried, No. 4, p. 15; No. 7, p. 8.
 MILK QUIZ, No. 8, pp. 12, 15.
 Milk quiz, answers to, No. 10, pp. 11, 15.

- 12** Milkshed, No. 10, p. 11.
 Minerals in food, No. 1, p. 2; No. 4, p. 14.
 Ministry of Food Order, No. 17, p. 11.
 Mississippi River, No. 3, pp. 2-3.
 MOBILIZING FOR BETTER MEALS, No. 8, pp. 4-8.
 Mops, No. 6, p. 9.
 MORE GOOD COFFEE PER POUND, No. 14, pp. 6-8.
 MORE HEAT, LESS FUEL, No. 4, pp. 11-13.
 Mothers' Health Organization, No. 5, pp. 2-6.
 (See also Charts.)
 Moths, save wool from, No. 6, pp. 11-12.
 (See also Fur, storing.)
 Mouth washes, No. 20, p. 6.

N

- National Institute of Health, The, No. 5, pp. 7, 14.
 National Institute of Nutrition, Buenos Aires, No. 13, p. 6.
 National nutrition:
 committees, No. 13, p. 4.
 conference, comments by Mrs. Roosevelt, No. 10, p. 5.
 program, No. 10, p. 5.
 National Youth Administration, No. 13, p. 14; No. 14, pp. 2-3.
 Neglected berry patches are worth saving, No. 9, p. 12.
 NEW IDEAS TO HELP SELL BETTER NUTRITION, No. 14, pp. 12-13.
 NEW WAYS, NEW PLACES, TO USE MORE FRESH FOODS, No. 15, pp. 8-9.
 New York City Nutrition Program, No. 8, pp. 5-8.
 New York's Blueprint of Action on the Nutrition Front, No. 8, p. 4.
 New York's Lower East Side:
 district health office of, No. 5, p. 2.
 how nutrition news got into the homes of thousands of families in, No. 5, pp. 2-6.
 mothers' health organization of, No. 5, p. 3.
 Night blindness, vitamin A deficiency in, No. 4, pp. 9-10; No. 7, p. 15.
 NINE MILLION WEAK, No. 1, pp. 11-14.
 NO FAT FOR WASTING, No. 10, pp. 8-10.
 Nosebleed, No. 18, p. 13.

Nutrition:

- activities in Argentina, No. 13, p. 6.
 Advisory Committee, No. 10, pp. 5-7.
 Alabama Nutrition Conference, No. 1, p. 8.
 Bridgeport, Conn., campaign, No. 19, pp. 10-12.
 centers, No. 19, p. 12.
 Chilean National Nutritional Council, No. 13, p. 6.
 forum, No. 1, p. 8.
 how nutritional news got into the homes of thousands of families in New York's lower East Side, No. 5, pp. 2-6.
 important to defense, No. 5, p. 6.
 mobilizing for better meals (N. Y.), No. 8, pp. 5-8.

- National Institute of Nutrition in Buenos Aires, No. 13, p. 6.
 National Nutrition Institute, Argentina, No. 13, p. 3.
 new ideas to help sell better nutrition, No. 14, pp. 12-13. (See also Cartoon Series.)
 New York's blueprint of action on the nutrition front, No. 8, pp. 4-8.
 nutritional equivalent of quart of fluid whole milk, No. 4, p. 14.
 nutritive value of dried skim milk, No. 4, p. 15.
 posters, No. 13, p. 15.
 programs in various countries, No. 13, pp. 6-11.
 protein-rich, the main dish of your meal, No. 4, p. 14.
 State nutrition committees, No. 1, p. 4.
 survey, Nation-wide, of family food habits by the Departments of Agriculture and Labor, in 1935-36, No. 1, p. 3.
 Virginia State Nutrition Committee, conference of, No. 1, pp. 3-4.
 (See also Spreading the News.)

O

- Oats, production goal, No. 2, p. 5.
 Oil, fuel, No. 4, pp. 11-13; No. 19, pp. 8-9.
 Oils. (See Fats and Oils.)
 ON 4 FRONTS—THE UNITED STATES WORKS, TOO. No. 13, pp. 12-14.
 ONE MILLION PAUL REVERES, No. 16, pp. 4-5, 15.
 Onions:
 how to keep from crying when peeling, No. 4, p. 14.
 production goal, No. 2, p. 7.
 Oranges, vitamin content of, No. 4, p. 14.
 Orchards, No. 9, p. 12.
 Organization(s):
 International Labour, No. 13, p. 5.
 Mothers' Health, No. 5, pp. 2-4, 6.
 Orono, Maine, canning project for low-cost lunches, No. 1, p. 15.
 Overshoes, No. 12, p. 3.

P

- "Pack a lunch a man can work on," a plan in Bridgeport, Conn., No. 19, pp. 10-12.
 Pan American Child Congresses, No. 13, p. 4.
 Pan American congresses map the route to better meals, No. 13, pp. 4-5.
 Pan American Sanitary Bureau, No. 13, p. 4.
 Pan American Union, No. 13, p. 4.
 Paper:
 for salvage, No. 8, p. 2.
 Victory Marketers Save on Wrappings and Carry Their Bundles, No. 10, pp. 12-13. (See also Cartoon Series.)
 Pastures, improving of, No. 4, p. 4.
 A PEACH OF A REPORT, No. 16, pp. 2-3.
 Peaches, No. 16, pp. 2-3.

Peanuts:

- in diet, No. 4, p. 14.
- seeds for, No. 2, p. 5.

Peas, green, production goal, No. 2, p. 7.

Pelts Need Processing, No. 20, p. 12.

Pewter, how to polish, No. 2, p. 13.

Pickles, No. 9, p. 13.

Pictures:

- on foods that can give you the nourishment that meat can give, No. 20, pp. 10-11.
- on home hazards, No. 19, pp. 13-14.
- on "Joe American Wants to Step It Up," No. 19, pp. 2-5.

Pigs. (*See Hogs.*)

Pillowcases:

- chart on standards of, No. 11, p. 12.
- labels for, No. 11, p. 12.

Planting Calendar, No. 9, p. 9.

Planting Yardstick, No. 9, p. 9.

Plumbing, home repairs of, No. 6, pp. 13-14.

Points, each consumer in Britain may spend a total of 51 on clothes in a year, No. 12, p. 9.

Poison ivy, No. 18, p. 13.

Poisoning, No. 18, p. 13.

Polish, silver, recipe for home-made, No. 2, p. 14.

Polishing aluminum, brass, copper, floors, furniture, kitchen utensils, pewter, stoves, No. 2, pp. 12-13. (*See also Cleaning.*)

Pork:

- goal for, No. 7, p. 11.
- how to cook, No. 7, p. 11.
- raw or undercooked dangerous to eat, No. 4, p. 15.
- seventy percent of America's pork produced in Corn Belt, No. 7, p. 12.
- strategy of America, No. 7, pp. 11-12.

PORK AND MORE OF IT, No. 7, pp. 11-14.

POST YOUR FOOD, No. 3, pp. 7-9.

Post-War World, The, No. 1, p. 4.

Posters:

- on Food Advice Centre (Britain), No. 12, p. 7.
- on nutrition, No. 13, p. 15.
- on potatoes (British), No. 12, p. 7.

Potato(es):

- boiled, baked, or steamed with skin on, No. 4, p. 15.
- cartoon series on use of, No. 12, p. 7.
- compensate for some of the vitamins and minerals subtracted by cut in meat, No. 20, p. 11.
- crop reports, seasons, No. 2, pp. 7-8.
- production goal, No. 2, p. 6.
- valuable vitamins and minerals in water in which cooked, No. 4, p. 14.

(*See also Vegetables.*)

Pots and pans, cleaning of, No. 6, p. 7.

(*See also Kitchen Utensils.*)

Poultry. (*See Chickens.*)

Preserving. (*See Fruits; Canning; Bookshelf for Gardeners.*)

Price ceilings. (*See Ceiling Prices.*)

Price Control Law, No. 11, pp. 2-5.

Production-goals program, No. 11, p. 15.

Programs:

AMA is earmarking supplies of food for the 1942-43 school-lunch, No. 17, p. 6.

Argentina school-lunch, No. 13, p. 6.

Barbour County, West Virginia, school-lunch, No. 18, pp. 5-7.

Converting Farms From Peace to War, No. 11, pp. 8-11, 15.

hot-lunch—

in Argentina, No. 13, p. 6.

in Perry, Missouri, No. 17, pp. 5-6.

in Silex, Missouri, No. 17, pp. 5-6.

volunteers for, No. 17, p. 5.

mother and child, No. 17, p. 13.

Mothers' Health Organization, No. 5, pp. 2-4, 6.

New York City Nutrition, No. 8, pp. 5-8.

Nutrition, No. 13, pp. 6-11.

of human conservation, F. S. A., No. 2, p. 9.

PROTECT AGAINST FIRE, No. 6, p. 12.

Public Health Service, No. 13, p. 14.

PUTTING POWER INTO MANPOWER, No. 19, pp. 10-12.

PUZZLE-POSERS FOR CONSUMERS, No. 3, pp. 14-15; No. 4, pp. 14-15.

Q

Quilting. (*See How About a Quilting Bee.*)

Quilting frame, how to make a, No. 19, p. 15.

Quizzes:

on food, No. 3, pp. 14-15.

quiz answers, No. 4, pp. 14-15.

QUIZZES SPROUT IDEAS, No. 5, pp. 7, 14-15.

R

Radio discussion of food grades and standards, No. 2, p. 11.

Rags for salvage, No. 8, p. 3.

Raincoats, rubber, care of, No. 12, p. 3.

Ranges, gas and electric, cleaning of, No. 6, pp. 6-7.

Ration books, No. 15, pp. 12-14.

Ration "K," No. 7, p. 8.

Rationing:

in England, No. 12, pp. 6-9.

of meat, No. 20, pp. 10-11.

questions and answers on, No. 15, pp. 12-13.

sugar, No. 10, pp. 2-4; No. 15, pp. 12-13.

RATIONING IS FAIR PLAY, No. 10, pp. 2-4.

Rations, Parachute (Ration "K"), No. 7, p. 8.

Rebus, on milk, No. 5, p. 11.

Red blood:

iron and protein—two most important nutrients the

14 Red Blood—Continued.

- body uses in manufacturing red corpuscles, No. 1, p. 7.
- shortage, due to diets low in certain nutrients, No. 1, pp. 7-8.
- RED BLOOD IS A VALUABLE BREW, No. 1, pp. 7-8.
- Refresher courses on food values and meal planning, No. 1, p. 4.
- Refrigerators, gas and electric, cleaning of, No. 6, p. 6.
- Rent control, questions and answers on, No. 18, pp. 10-11.
- RENT CONTROL COMES TO MILLTOWN, No. 18, pp. 8-11.
- Research:
 - on mildew-preventing process, No. 1, pp. 8-10.
 - under BHE, No. 3, p. 10; No. 7, p. 15; No. 12, pp. 3-4.
- ROOM TO GROW, No. 3, pp. 2-6.
- Roosevelt, Eleanor, comments by, at Nutrition conference, No. 10, p. 5.
- Rubber:
 - aprons, care of, No. 12, p. 3.
 - boats, care of, No. 12, p. 3.
 - clothing made with rubber thread, care of, No. 12, p. 3.
 - for salvage, No. 8, p. 3.
 - galoshes, care of, No. 12, p. 3.
 - garden hose, care of, No. 12, p. 3.
 - gloves, care of, No. 12, p. 3.
 - Heat is Rubber Enemy No. 1, No. 20, p. 7.
 - hot-water bottles, care of, No. 12, p. 3.
 - how rubber boots are rationed, No. 20, p. 8.
 - how to sterilize, No. 12, p. 4.
 - how to stretch, No. 12, pp. 3-4.
 - ice packs, care of, No. 12, p. 3.
 - Longer Life to Rubber, No. 12, pp. 2-4.
(See also Cartoon Series.)
 - Oil and Grease are Rubber Enemies, Too, No. 20, p. 7.
 - overshoes, care of, No. 12, p. 3.
 - raincoats, care of, No. 12, p. 3.
 - rules for taking care of rubber household goods, No. 20, p. 9.
 - sheets, care of, No. 12, p. 3.
 - six types of men's rubber footwear being rationed, No. 20, p. 9.
 - tips on care, by BHE, No. 12, pp. 3-4.
 - tire shortage, No. 16, pp. 13-15.
 - types of rubber footwear not rationed, No. 20, p. 8.
 - worn-out rubber footwear for salvage, No. 20, p. 8.
 - wringer rolls on washing machine, care of, No. 12, p. 4.
- Rugs and carpets, care of, No. 6, p. 9.
- Rural Electrification Administration, No. 13, p. 14.
- Rye, production goal, No. 2, p. 5.

S

- SAFE WIRING SAVES POWER, No. 6, p. 8.
- Salmon, canned, liquid in salmon contains some vitamins

Salmon—Continued.

- A and D, No. 4, p. 14.
- Salvage—metals, paper, rags, and rubber, No. 8, pp. 2-3.
- Salvage committees, No. 14, p. 3.
- SALVAGE FOR VICTORY, No. 8, pp. 2-3.
- SAVE ON HEAT, No. 6, p. 4.
- SAVE WOOL FROM MOTHS, No. 6, pp. 11-12.
- SAVING COOKING HEAT, No. 6, p. 7.
- SAVING ON ELECTRICITY, No. 1, pp. 5-6.
- School Lunches, No. 1, pp. 11-15; No. 13, pp. 6-11; No. 14, pp. 4-5; No. 17, pp. 5-6, 15; No. 18, pp. 5-7.
- School lunch program(s):
 - in Argentina, No. 13, p. 6.
 - in England, No. 7, p. 5; No. 17, p. 13.
 - in Perry, Missouri, No. 17, pp. 5-6.
 - in Silex, Missouri, No. 17, pp. 5-6.
 - volunteers for, No. 17, p. 5.
- Scrap, how to use, No. 14, pp. 2-3.
- Searching for Food Facts, No. 13, pp. 13-14.
- Seed, No. 9, p. 7.
- Selling Prices May Be Less, No. 15, p. 3.
- Send Waste to War, No. 8, p. 3.
- \$7.50 WORTH OF MORALE, No. 2, pp. 8-10.
- Sewing machines, care of, No. 6, p. 12.
- SHARE TO SAVE, No. 6, p. 15.
- Sharecroppers, No. 3, p. 2.
- Sheets:
 - chart on standards of, No. 11, p. 12.
 - labels for, No. 11, p. 12.
 - rubber, care of, No. 12, p. 3.
 - tips on buying of, No. 11, p. 13.
- SHEETS AND PILLOWCASES GET A LABEL, No. 11, p. 12.
- Shock, treatment for, No. 18, p. 12.
- Shoes:
 - for the soldier, No. 14, pp. 9-11.
 - rules for shoe buyers, No. 14, p. 10.
- Silex, Mo., school-lunch program, No. 17, pp. 5-6.
- Silver, cleaning of, No. 2, p. 14.
- Silver polish, recipe for home-made, No. 2, p. 14.
- SLOW DOWN WEAR FROM DUST AND DIRT, No. 6, p. 9.
- Snap beans. (See Beans, snap.)
- Soap(s):
 - consumer rationing for (Britain), No. 20, pp. 5-6.
 - recipe for making, No. 8, p. 11.
- SO YOU HAVE A RATION BOOK, No. 15, pp. 12-13.
- SO YOU'RE BUYING A FUR COAT, No. 20, pp. 12-15.
- Some Services Have Ceilings, No. 15, p. 5.
- Sorghum, No. 10, p. 3.
- Sows. (See Hogs.)
- Soybeans, No. 2, p. 5.
- Soybeans in diets, No. 4, p. 14.
- Spice(s):
 - conservation of, No. 12, p. 11.
 - plants and herbs, No. 12, pp. 10-11.
 - pool with your neighbor, No. 12, p. 11.
- Spinach, No. 20, p. 11.

Splinters, No. 18, p. 13.

Sprains, No. 18, p. 13.

SPREADING THE NEWS, No. 5, pp. 2-6; No. 13, p. 14.

SQUEEZING THE WATER OUT OF FOOD, No. 7, pp. 8-10.

Stains, removal of, from fabrics, No. 6, p. 14.

(See also Banish Spots to Save.)

Standardization of clothes for children, No. 3, p. 10.

Statistics, changes in prices consumers pay in different cities, No. 5, p. 13.

Stepping Up Food Supplies, No. 13, p. 12.

STOP FOOD WASTE, No. 4, pp. 5-7.

STOP THAT LEAK, No. 6, p. 13.

Strategic materials of war, No. 8, p. 10.

STYLE TRENDS, A LA WASHINGTON, No. 16, pp. 10-11.

Sugar:

Food Values of Sugars and Sweetenings (chart), No. 10, p. 3.

for canning, No. 15, p. 13.

getting along with a third less, No. 10, p. 3.

production of, doubled (in Louisiana and Florida)

to that produced 7 years ago, No. 10, p. 4.

substitutes for, No. 10, p. 3.

tips on saving, No. 10, p. 4.)

(See also So You Have a Ration Book.)

Suggestions from Army, Navy, Marine Corps, and Post Office for gifts for the servicemen, No. 20, pp. 2-4.

Sunburn, No. 18, p. 13.

Sunstroke and heatstroke, No. 18, p. 13.

Surplus Marketing Administration, No. 1, pp. 2-3; No. 7, p. 2.

Sweetpotatoes, production goal, No. 2, p. 10.

Syringes, rubber, care of, No. 12, p. 3.

Syrup, No. 10, p. 3.

as a substitute for sugar, No. 10, p. 3.

T

Tables of fruits and vegetables, in pounds a week, for a family of four, No. 9, p. 4.

TALKING IT OVER, No. 3, pp. 11-13.

Tea:

Cassina, a possible substitute for tea, No. 12, p. 13.

determining good, No. 12, pp. 12-13.

growing, No. 12, pp. 12-13.

kinds of, No. 12, pp. 12-13.

law, No. 12, p. 12.

substitute for, No. 12, p. 13.

TEAMWORK MAKES GARDENS GROW BETTER, No. 9, pp. 14-15.

TELEVISIONING CONSUMER FACTS, No. 2, pp. 11, 15.

THEY NEED GOOD GARDENERS AND MANY THINGS, No. 9, p. 7.

THEY POINT THE WAY (Pan American Cong.), No. 13, pp. 4-5.

THUMBS DOWN FOR MRS. HILDA HECKLER, No. 16, p. 8.

THUMBS UP FOR MRS. SAM JONES, No. 16, p. 9.

Time, mailing Christmas parcels overseas, No. 20, p. 4.

Tin:

cans, for chemicals and for medical and industrial products, No. 11, p. 7.

no limit placed on amount of tin-plate for canning certain vegetables, No. 11, p. 7.

Tips:

on fuel conservation, No. 4, pp. 11-13.

on stretching the life and usefulness of your household goods, No. 6, pp. 3-15.

TO WIN AND TO HOLD, THE FIRST FREEDOM OF MAN—THE FREEDOM FROM HUNGER, No. 13, pp. 2-3.

Tomatoes:

a very critical defense vegetable, No. 2, p. 10.

production goal, No. 2, p. 10.

vitamin in, No. 2, p. 10.

Tone Up Your Lunch Box With These Ideas From the U. S. Bureau of Home Economics, No. 19, p. 12.

Tools, garden, No. 9, p. 6.

Toothache, No. 18, p. 13.

Tops for Rent, No. 15, pp. 4-5.

TOWARD A HUNGER-FREE HEMISPHERE, No. 13, pp. 6-11.

Truck crops, No. 2, pp. 6-7.

Turkeys, No. 2, p. 4.

grading of, No. 2, p. 11.

Twelve viewpoints from twelve different Americans who want to help in the war effort, No. 19, pp. 2-5.

U

U. S. Bureau of Labor Statistics (chart), No. 5, p. 13.

U. S. Department of Labor, Children's Bureau, No. 13, p. 14.

U. S. Employment Service, No. 17, pp. 2-4.

UNDER THE MICROSCOPE, No. 7, p. 15.

V

Vacuum cleaners, No. 6, p. 9.

Vegetable(s):

brining, No. 9, p. 13.

calendar for fresh, No. 15, p. 10.

canned, No. 2, p. 6; No. 4, p. 15.

grades of, No. 2, p. 15.

canning of, No. 9, p. 13.

cooking of, No. 9, p. 9.

dried, No. 7, p. 10; No. 9, p. 13; No. 20, p. 11.

Dried Beans and Peas in Low Cost Meals (Leaflet), No. 11, p. 7.

gardens, No. 9, pp. 2-15.

goal for, No. 2, p. 6.

instructions on planting of seeds, No. 9, p. 8.

krauting, No. 9, p. 13.

pickling, No. 9, p. 13.

potato-production goal, No. 2, p. 6.

storage rooms for, No. 9, p. 13.

truck crops, No. 2, pp. 6-7.

valuable vitamins and minerals in water in which vegetables were cooked, No. 4, p. 14.

Vegetable(s)—Continued.

- vitamins in, No. 4, pp. 14-15.
- wrong cooking methods destroy certain vitamin values in, No. 4, p. 14.
- A VERY SMALL GARDEN, No. 9, p. 8.
- VICTORY FOOD SPECIALS, No. 15, pp. 10-11.
- Victory gardens, No. 9, pp. 2-15.
- (*See also* Bookshelf for Gardeners.)
- Victory lunch box, No. 19, p. 12.
- VICTORY MARKETERS SAVE ON WRAPPINGS AND CARRY THEIR BUNDLES, No. 10, pp. 12-13.
- Virginia nutrition leaders, No. 1, p. 4.
- VIRGINIA ORGANIZES FOR BETTER HEALTH, No. 1, pp. 2-4.
- VITAMIN Z STANDS FOR ZEST, No. 12, pp. 10-11.
- Vitamins:

- cauliflower, source of vitamin C, No. 4, p. 15.
- deficiency in, No. 4, pp. 9-10.
- destroyed by wrong cooking, No. 4, p. 14.
- diseases caused by lack of vitamin B, No. 4, p. 9.
- diseases caused by lack of vitamin A, No. 4, p. 10.
- 86 percent of students in a New York high school showed vitamin A deficiency, No. 4, p. 10.
- foods rich in, No. 4, pp. 14-15.
- in cheese, No. 17, p. 15.
- in liquid of canned salmon, No. 4, p. 14.
- in various kinds of foods, No. 4, pp. 14-15.
- night blindness caused by lack of vitamin A, No. 4, pp. 9-10; No. 7, p. 15.
- programs for children in England, No. 17, p. 13.
- tomatoes rich in vitamin C, No. 2, p. 10.

(*See also* New Ideas to Help Sell Better Nutrition.)

- VITAMINS MAKE A DIFFERENCE, No. 4, pp. 8-10.
- Volunteers for hot-lunch programs, No. 17, pp. 5-6.

W

- Walls, care of, No. 6, p. 9.
- WANTED: MORE TEA PATRIOTS, No. 12, pp. 12-13.
- War strips the furbelows from packages and cuts to the bone the services consumers get when they buy, No. 12, pp. 5-9.
- Wartime habits, No. 11, p. 13.
- Washing soda, No. 8, p. 11.

- WATCH THOSE SERVICE CHARGES, No. 19, pp. 6-7.
- WATCH YOUR FEET, No. 14, pp. 9-11.
- Water softener, No. 8, p. 11.
- Weather stripping, No. 19, pp. 8-9.
- WHAT IS YOUR ARMOR MADE OF, No. 20, pp. 5-6, 15.
- What Kind of Animal (pelt) are You Getting, No. 20, p. 12.
- WHAT'S IN THE PRICE CONTROL LAW, No. 11, pp. 2-5.
- Wheat, production goal, No. 2, p. 5.
- Wheeler-Lea Act of 1938, No. 20, p. 15.
- When You Beat the Ration, You Defeat the Nation, No. 10, pp. 2-4.
- When You Buy Your Coat, No. 20, p. 14.
- Where Fruits Grow Best, No. 9, p. 12.
- WHERE'S THE CEILING PRICE, No. 17, pp. 8-9.
- WHO'S GOT THE TIME TO WORK FOR PENNY MILK, No. 5, pp. 8-11.
- Wickard, Claude R., quotations from, No. 2, p. 2.
- Williams, Mrs. Jim, No. 1, p. 2.
- Winterproofing tricks, No. 19, p. 9.
- Wiring. (*See* Safe Wiring Saves Power; and Facts and Weapons.)
- Women's work clothes, No. 16, pp. 10-11.
- Wool:
 - cleaning of, No. 6, p. 10.
 - save from moths, No. 6, pp. 11-12.
- Working Mothers Need a Hand, No. 14, p. 5.
- Wounds:
 - cuts and scratches, No. 18, p. 12.
 - infected, No. 18, p. 12.
 - with severe bleeding, No. 18, p. 12.

X

- X-ray treatment for removing hair, disapproval of, No. 20, pp. 6, 15.

Y

- YEAR-ROUND GARDENERS FIGURE FIRST, No. 9, p. 13.
- Yerba maté, a substitute for tea, No. 12, p. 13.
- YOU ARE A CAPTAIN, TOO, IN YOUR HOME, No. 6, p. 2.
- YOU ARE OUR CHILDREN'S KEEPER, No. 14, pp. 4-5.
- YOUR MONEY NOW MUST WORK OVERTIME, No. 16, pp. 6-7.

INDEX OF SUBJECTS

Consumers' Guide

Volume IX

December 1942 to November 1943

LISTINGS IN CAPITAL LETTERS INDICATE EITHER THE TITLES OF ARTICLES OR ARTICLES DEALING SOLELY WITH THE SUBJECTS INDICATED.

A

Absenteeism:

- at the Kaiser shipbuilding plant, No. 9, p. 16.
- at the Servel war plant, No. 8, p. 7.

Addresses:

- by James F. Byrnes, No. 4, p. 11.
- by Roy F. Hendrickson, No. 9, p. 2; No. 10, p. 2; No. 11, p. 2; No. 12, p. 2.

Administration of school lunch programs (Circular No. 211), No. 9, p. 10.

Agriculture Has a Free Best Seller, No. 5, p. 13.

Air-raid shelter for poultry, No. 2, p. 15.

Aircraft Carrier X:

- bakery, daily output of, No. 5, p. 2.
- breakfast, for the men on, No. 5, p. 2.
- coffee consumption each day, No. 5, p. 4.
- cookies and ice cream, for the men on, No. 5, p. 2.
- five to seven tons of food a day to feed the crews of, No. 5, p. 4.

Alfred P. Sloan Foundation, No. 10, p. 5.

Allied Relief program, No. 6, p. 10.

American Federation of Labor, No. 10, p. 12.

American Red Cross:

- canteen course, No. 3, p. 15.
- food for our allies, delivered through the, No. 6, p. 8.
- hot lunches, for schools in Wilmington, Del., No. 8, p. 14.

(See also Red Cross.)

American Women's Voluntary Services, No. 4, p. 14; No. 9, pp. 10, 13.

AMERICAN YOUTH PITCHES IN, No. 9, pp. 11-13.

An Expanding World Economy, No. 9, p. 4.

And a Pledge to Fight Inflation and Black Markets on the Home Front, No. 11, pp. 3-5.

Animal feed, No. 11, p. 10.

Ants. (See Pests, household.)

Apples:

- dried at home, No. 8, p. 11.
- for the Navy, No. 5, p. 4.

Army cooks' first lessons are in food conservation, No. 12, p. 9.

AS WE REAP, SO WILL WE EAT, No. 5, pp. 14-15.

Atlantic Charter, No. 9, p. 3.

Attention: Daisy Bumstead and Felix the Cat (guide post), No. 12, p. 16.

Average Swede, the, No. 1, p. 4.

B

Bakeries, on large ships, No. 5, p. 2.

Baltimore, Md., East Monument Street, No. 8, pp. 2-4.

BANISH THOSE BUGS, No. 7, pp. 8-9.

Basic 7 foods, No. 5, p. 11; No. 11, p. 8; No. 12, p. 13.

Beans, dried:

- allocation of, No. 9, p. 6.
- consumption of, No. 9, p. 5.
- dried at home, No. 8, p. 11.
- noncivilian requirements for, No. 9, p. 6.
- nutritive value of, No. 9, p. 5.
- protein content of, No. 9, p. 6.

Beans and corn, substitute for meat in Mexico, No. 10, pp. 14-15.

Beans, snap, how to judge quality of, No. 9, p. 15.

Bedbugs. (See Pests, household.)

Beef, butchering, for the Navy, No. 5, p. 3.

Beet tops, wasting of, No. 11, p. 7.

Before the war (Sweden), No. 1, p. 2.

Belle Glade, Fla., Ocala Migratory Labor Camp, community canning project, No. 8, p. 10.

Better-Eating Program Under Way "Full Steam Ahead" in one of Virginia's Busy Towns, No. 7, pp. 4-7.

Birthday greetings (Consumers' Guide), No. 10, p. 3.

Black market "humanitarian" (guide post), No. 10, p. 16.

Black marketing (Great Britain), No. 1, p. 11.

Black market(s):

- aged animals, diseased stock, or healthy animals, all one to operators of, No. 5, p. 6.
- are a disease, No. 5, p. 5.
- beef, in Cleveland area, No. 5, p. 6.
- butchering often done in dirty, abandoned farm houses, germ-ridden, No. 5, p. 5.
- cause of near-collapse of livestock marketing machinery in the U. S., No. 5, p. 5.
- checking on, No. 6, p. 15.
- editorial on, No. 7, pp. 2-3.
- federally inspected meat not spared from black marketers, No. 5, p. 6.
- fight against, No. 5, p. 7.
- a minor problem in England, No. 1, p. 11.
- penalties for operators (England), No. 1, pp. 11-14.
- pledge against, No. 11, p. 3.
- stamping out, No. 5, p. 6.
- 20 percent of Nation's total meat supply was under control of black marketers on March 1 (1943), No. 5, p. 6.

Black market(s)—Continued.

violations, in England, No. 1, pp. 12-14.

(See also I AM A CONSUMER.)

BLACK MARKETS ARE A DISEASE, No. 5, pp. 5-7.

Bones from roasts and poultry make good soup, No. 11, p. 7.

Bookshelf. (See CONSUMERS' BOOKSHELF.)

Borax, No. 4, p. 13.

Bordeaux mixture for spraying, No. 7, p. 9.

Boric acid, No. 4, p. 13.

Boy Scouts:

Houston, Tex., No. 9, p. 12.

Wilmington, Del., No. 9, p. 12.

Boys working on farms, No. 9, pp. 11-13.

Bread:

enriched, No. 5, p. 10.

order, No. 11, p. 9.

our most basic food, No. 5, p. 10.

spread, No. 4, p. 15.

store in refrigerator to keep from getting stale and moldy, No. 11, p. 7.

to contribute to good nutrition, No. 5, p. 10.

waste of, No. 11, p. 7.

Breakfast for the men on Aircraft Carrier X, No. 5, p. 2.

BRIGHT SPOTS IN THE FOOD SUPPLY PICTURE, No. 4, p. 15.

Brining vegetables, No. 8, p. 11.

BRITAIN PUNISHES HER BLACK SHEEP, No. 1, pp. 11-14.

British Ministry of Food, No. 1, p. 14.

British restaurants, No. 1, p. 13.

Broken toasters and mixers, repairing of, No. 10, p. 6.

Brushes, paint, how to make them last longer, No. 4, p. 12.

Bugs, rules on how to stop insect invasion, No. 7, pp. 8-9.

(See also Pests, household.)

Bulletins:

Home Storage of Vegetables and Fruits (F. B. 1939), No. 8, p. 11.

Potato Storage and Storage Houses (F. B. 847), No. 8, p. 11.

Bureau of Agricultural and Industrial Chemistry, USDA, No. 8, p. 11.

Bureau of Home Economics:

on work clothes for women, No. 3, p. 7.

timely bulletins, No. 4, p. 15.

tips on the care of shoes, No. 4, p. 14.

Bureau of Human Nutrition and Home Economics:

dehydrators designed by, No. 8, p. 11.

on jars for canning, No. 7, p. 14.

Business and Professional Women's clubs, Canada, No. 4, p. 3.

Busy Bee Cafe, East Radford, Va., No. 7, p. 5.

But All Ages Can Help in This Save-the-Food Battle, No. 9, pp. 11-13.

But Crops Must Be Sown and Cared For, If We Are to Have a Harvest, No. 5, p. 14.

Butchering:

beef for the Navy, No. 5, p. 3.

black market, often done in dirty, abandoned farm-houses, No. 5, p. 5.

Butter:

allocation of, No. 9, p. 7.

for the Navy, No. 5, p. 4.

graph, showing allocation to civilians, as compared with that going to military, lend-lease, and special needs, No. 12, p. 15.

How the Flow of Milk to the Battle Fronts Affects Use of Milk, Butter, Ice Cream, and Cheese in the Home, No. 4, pp. 6-7.

Butter tooth (guide post), No. 10, p. 16.

Byrnes, James F. (Economic Stabilizer), excerpts from an address against inflation, No. 4, p. 11.

C

CANNING IN GLASS—SUMMER OF '43, No. 7, pp. 14-15.

Can opener, how to live without, No. 3, pp. 8-9.

Cheese, How the Flow of Milk to Battle Fronts Affects Use of Milk, Butter, Ice Cream, and Cheese in the Home, No. 4, pp. 6-7.

Child Care Centers Play Their Part in the War Effort by Doing the "Minding" While Mothers Do the Working, No. 10, p. 11.

Child Care Development and Protection Committee, Schenectady, N. Y., No. 10, p. 12.

Children:

in nursery schools, Wilmington, Del., No. 8, pp. 13-15.

in war nurseries, No. 8, pp. 13-15.

of refugee parents, No. 8, pp. 13-15.

of women in war industries, No. 8, pp. 13-15.

trailer-town, No. 8, p. 14.

working on farms, No. 9, pp. 11-13.

CHILDREN OF INDUSTRY, No. 8, pp. 13-15.

Chilean nitrate of soda (for fertilizer), No. 9, p. 6.

Chores. (See Farm Chores.)

Citizens' Food Information Committee, No. 12, pp. 3, 5.

Citrus fruit order, No. 11, p. 11.

Citrus fruit, graph, showing allocation to civilians as compared with that going to military, lend-lease, and special needs, No. 12, p. 15.

City Homemakers Find Themselves Up in the Nation's Battle to Keep Prices Down and Combat Black Markets, No. 7, p. 11.

Civilian defense volunteers, No. 9, p. 10.

Civilian Requirements Branch, FDA, No. 5, p. 10, No. 10, p. 15.

Cleaning:

enamel paint, No. 4, p. 13.

enameled refrigerators, No. 4, p. 13.

enameled stoves, No. 4, p. 13.

fluids, No. 4, p. 13.

rugs, No. 4, p. 13.

Cleaning—Continued.

wallpaper, washable, No. 4, p. 13.

windows, No. 4, p. 13.

(See also SPRING CLEANING, VICTORY STYLE.)

Clothes:

for women factory workers, No. 3, pp. 5-7.

protection against moths, No. 7, p. 9.

rehabilitation of, No. 10, p. 5.

should be washed while suds are alive, No. 10, p. 4.

should not be left soaking, No. 10, p. 4.

testing for wearability, No. 10, p. 5.

wear clothes you can put in the tub, No. 10, p. 4.

Clothing, safety, for women in industry, No. 3, p. 5.

Clothing exchanges, No. 11, p. 13.

Cockroaches. (See Pests, household.)

Coconut and palm oil, No. 11, p. 14.

Coffee:

for the Navy, No. 5, p. 4.

rationed in Sweden, No. 1, p. 4.

Collards, No. 4, p. 15.

Colorado War Board, No. 9, p. 11.

Columbus, Ga., housewives pledge to fight inflation and black markets, No. 11, p. 3.

Come, Little Leaves (guide post), No. 12, p. 16.

Committee on Physical Fitness, No. 10, p. 10.

Commodity Credit Corporation, No. 11, p. 11.

Community canning project(s):

by the Connecticut State Defense Council, No. 8, p. 10.

in Fountain Green, Utah, No. 8, p. 11.

in Transylvania County, N. C., No. 8, p. 10.

in Utility Building, Ocala Migratory Labor Camp, Belle Glade, Fla., No. 8, p. 10.

Community food preservation centers (Misc. Pub. 472), No. 8, p. 11.

Community group-feeding projects, No. 3, p. 15.

"Community School Lunches," No. 3, p. 15; No. 9, pp. 9-10.

Conference, Food, at Hot Springs, Va., No. 9, pp. 3-4.

Congress of Industrial Organizations, No. 10, p. 12.

Connecticut State Defense Council Food Preservation Program, No. 8, p. 10.

Consumers, No. 7, pp. 2-4; No. 8, pp. 2-4.

(See also I AM A CONSUMER.)

"Consumers' News," leaflet (Canada), No. 4, p. 5.

CONSUMERS' BOOKSHELF:

Food waste—

Fight food waste in the home and get the good from your food, BHE charts, No. 1, p. 15.

Home front programs—

How to win on the home front, by Helen Dallas (Public Affairs Pamphlet No. 72), No. 1, p. 15.

How you can help keep wartime prices down, No. 1, p. 15.

CONSUMERS' BOOKSHELF—Continued.

On the home front with AMA food programs, No. 1, p. 15.

Leaflets—

Food for Freedom, BHE, No. 1, p. 15.

Rationing—

Why and how, No. 1, p. 15.

Wartime economic program—

Teacher's handbook on OPA wartime economic program, No. 1, p. 15.

CONSUMERS' GUIDE 10TH BIRTHDAY GREETINGS: First Lady; Vice-President; Secretary of Agriculture; Surgeon General of the United States; War Food Administrator; Price Administrator; Commissioner of Food and Drugs of FSA; Chief of Nutrition and Food Conservation Branch, FDA; and Chief of Civilian Food Requirements Branch, FDA, No. 10, p. 3.

Cookies:

and ice cream for the men on Aircraft Carrier X, No. 5, p. 2.

and oil, No. 5, p. 2.

"Co-op loan" from Farm Security Administration, No. 8, p. 11.

Cooperating Committee on School Lunches, No. 3, p. 15.

Cooperative canning service, information on, No. 8, p. 11.

Cooperative societies, in Sweden, No. 1, p. 2.

Corn and beans, substitute for meat in Mexico, No. 10, pp. 14-15.

Cottonseed oil, No. 11, p. 14.

COUNT ON CEREALS, No. 10, pp. 14-15.

County Agents, No. 5, pp. 14-15; No. 9, pp. 12-13.

County Agents, as go-between for farmers who need help and patriotic girls and women who want to help, No. 8, p. 8.

County FSA Supervisor, No. 6, p. 4.

Courses in farming, No. 9, p. 13.

Cramer, John, No. 5, p. 15.

Cumberland, Md.:

Chamber of Commerce of, No. 2, p. 6.

floods in, No. 2, p. 6.

unionized town, No. 2, p. 9.

D

Dairy Farms, No. 8, p. 8.

DAIRY PRODUCTS ARE OFF TO WAR, No. 4, pp. 6-7.

Dallas, Helen. How to win on the home front (Public Affairs Pamphlet No. 72), No. 1, p. 15.

Defense industries, mothers doing essential jobs in, No. 8, pp. 13-15.

Dehydrated food:

Drying Foods for Victory Meals (Farmers' Bulletin No. 1918), No. 8, p. 11.

for Polish and Greek refugees, No. 6, pp. 8-9.

Dehydrators, by Bureau of Human Nutrition and Home Economics, USDA, No. 8, p. 11.

- 20** Delinquent children, No. 10, pp. 11-12.
 Delyannes, George (a Greek farmer), No. 6, p. 10.
 Did You Know (guide post), No. 12, p. 16.
 Diet experiments, University of Kentucky, No. 10, p. 5.
 (See also THESE WORKERS EAT TO WIN; FOOD FIGHTS AT HOME.)
 Diets, No. 5, pp. 10-11.
 DIG FOR DEAR LIFE, No. 3, pp. 10-12.
 Direct Distribution program, No. 10, p. 6.
 Disease carriers, No. 7, p. 9; No. 10, pp. 9-10.
 Diseases carried in milk, No. 10, p. 9.
 Dividing the War Food Supply is no Kindergarten Problem, No. 9, pp. 5-7.
 Doctors Are People, Too, No. 10, p. 10.
 \$'S AND ¢'S MEAT CEILINGS BY ZONE, No. 6, pp. 14-15.
 Domestic workers, transported for fruit and vegetable harvest, No. 5, p. 15.
 "Don'ts" for women in war industries, No. 3, pp. 5-6.
 Dramatization of "It's Up to You," No. 6, pp. 12-13.
 DRESSED UP FIT TO WORK, No. 3, pp. 5-7.
 Dried beans. (See Beans, dried.)
 Drying Foods for Victory Meals (Farmers' Bulletin 1918), No. 8, p. 11.

E

- East Monument Street, Baltimore, Md., No. 8, pp. 2-4.
 "Eat to beat the devil" (slogan), No. 8, p. 6.
 Economics of Clothing Consumption, No. 10, p. 5.
 EDUCATION FOR LIVING, No. 10, pp. 4-6.
 Eggs:
 allocation of, No. 11, p. 11.
 approximate production of (5 billion dozen), No. 11, p. 10.
 dried, No. 11, p. 11.
 graph, showing allocation to civilians, as compared with that for military, lend-lease, and special needs, No. 12, p. 15.
 Employee organization at Servel's war plant, No. 8, p. 7.
 Employment service. (See U. S. Employment Service.)
 Energy supplied by carbohydrates and fats, No. 5, p. 11.
 Enforcement Administration, Canada, No. 4, p. 4.
 Environmental sanitation, No. 10, p. 8.
 Evansville, Ind., Servel's war plant, No. 8, pp. 5-7.
 Exchange Center in New York Puts Idle Consumer Goods to Work as People Clean Out Closet Stockpiles to Conserve Labor and Material, No. 11, pp. 12-13.
 Executive orders, No. 11, p. 9.
 Expanding World Economy, An, No. 9, p. 4.
 EXPLORATION FOR A BETTER WORLD (Hot Springs, Va., Food Conference), No. 9, pp. 3-4.
 Extension Service, USDA, No. 8, p. 8.

F

- Factory feeding programs, No. 12, p. 5.
 Famine in Greece, No. 6, pp. 8-11.

Farm:

- chores, by Women's land army volunteers, No. 8, p. 8.
 labor, No. 5, pp. 14-15; No. 8, p. 8.
 machinery trading posts, No. 9, p. 13.
 outlook, No. 5, p. 14.
 production efficiency suffering, No. 8, p. 8.
 (See also First Ladies of the Land.)
 Farm Security Administration, No. 2, p. 13, 15; No. 3, p. 15; No. 5, p. 15; No. 6, p. 4; No. 10, p. 10.
 Farm Security Administration's:
 "co-op loan," No. 8, p. 11.
 rural health program for low-income families, No. 10, p. 8.
 medical program in operation since 1938, No. 10, p. 10.
 Farmers need more land, more capital, more equipment, No. 9, p. 4.
 Farming:
 conservation, No. 9, p. 4.
 courses in, No. 9, p. 13.
 should be protected from effects of inflation and deflation, No. 9, p. 4.
 should have access to credit, No. 9, p. 4.
 Fats and oils, No. 11, p. 14.
 Federal aid for school-lunch programs, No. 9, p. 9.
 Federal Inspection Stamp, No. 6, p. 15.
 Federal Security Administration, No. 5, pp. 14-15.
 Federal Works Administration, No. 3, p. 13.
 Federal Works Administration's:
 Administrator (Maj. General Philip B. Fleming), No. 8, p. 13.
 child care program, No. 8, p. 13.
 Director of War Public Service (Mrs. Florence E. Kerr), No. 8, p. 13.
 nursery schools in Wilmington, Del., No. 8, pp. 13-15.
 Federation of Women's Institutes (Canada), No. 4, p. 2.
 Fertilizer:
 allocated among the United Nations, No. 9, p. 6.
 lack of, in Greece, No. 6, p. 10.
 rationed in England, No. 3, p. 11.
 Fertilizers for victory gardens, No. 5, p. 12.
 50 MILLION DOLLAR LUNCH CHECK, No. 10, p. 7.
 Finds a Challenge in Feeding Her Family Well on Rationed Foods and in Sparing More Food to Fight for Freedom, No. 12, p. 6.
 Fire-Repellent and Mildew-Resistant Supplies, No. 4, p. 13.
 First Aid course, Red Cross, No. 10, p. 8.
 FIRST LADIES OF THE LAND, No. 8, pp. 8-9.
 Fish:
 booklet on "Wartime Fish Cookery" (Conservation Booklet No. 27), No. 9, p. 16.
 canned, graph, showing allocation to civilians as compared with that going to military, lend-lease, and special needs, No. 12, p. 15.

Fish—Continued.

names of, No. 9, p. 16.

tinned, No. 4, p. 15.

Fit for a queen (guide post), No. 11, p. 16.

Fleas. (See Pests, household.)

Flies. (See Pests, household.)

Florida, Belle Glade, Ocala Migratory Labor Camp, community canning project, No. 8, p. 10.

Florida, University of, studies in housing, No. 10, p. 5.

Flour, U. S. Federal Standard for enriched, No. 10, p. 15;

No. 11, p. 10.

Food(s):

advisory committee, No. 9, pp. 5-7.

allocations, No. 9, p. 6.

allowance for military use, No. 12, p. 2.

average soldier needs $5\frac{1}{4}$ pounds of food a day, No. 12, p. 2.

basic weapon (by Roy F. Hendrickson), No. 10, p. 2.

British gardens, No. 3, p. 11.

canning and processing of, for school lunches, No. 9, p. 10.

Community Food Preservation Centers (booklet), No. 8, p. 11.

conference at Hot Springs, Va., No. 9, pp. 3-4.

conservation projects, No. 12, p. 5.

consumers, No. 5, pp. 2-4.

dehydrated, for Polish and Greek refugees, No. 6, pp. 8-9.

for our allies through lend-lease and the American Red Cross, No. 6, pp. 8-9.

for the Navy, No. 5, pp. 2-5.

graph, showing allocation to civilians as compared with that going to military, lend-lease, and special needs, No. 12, p. 15.

high in caloric content are a "must" in Russia, No. 6, p. 11.

"It's Up to You to Stretch the Food and Make It Go Around," No. 6, pp. 12-13.

preservation of, No. 8, pp. 10-11.

preservation project—

by the Connecticut State Defense Council, No. 8, p. 10.

in Fountain Green, Utah, No. 8, p. 11.

in the Utility Building at Ocala Migratory Labor Camp, Belle Glade, Fla., No. 8, p. 10.

in Transylvania County, N. C., No. 8, p. 10.

priority list for, No. 9, p. 6.

processed, No. 11, p. 11.

questions and answers on "Food Fights for Freedom," No. 12, pp. 12-14.

seven basic, No. 5, p. 11; No. 11, p. 8; No. 12, p. 13.

seven percent of the food produced in the U. S. went to our armed forces last year (1942), No. 12, p. 2.

sharing of, No. 3, pp. 2-4; No. 6, p. 9.

storing of, No. 8, pp. 10-11; No. 9, p. 15.

Food(s)—Continued.

table on 1943 prospects of consumption of, No. 3, p. 4.

ten percent of our food is going to our allies, No. 12, p. 4.

thirteen percent of our food is going to our armed services, No. 12, p. 4.

waste, No. 9, pp. 14-15; No. 11, pp. 7-8; No. 12, p. 4.

waste, questions on, No. 11, p. 8.

waste quiz, answers to, No. 11, p. 16.

with high nutritive values, beans, peas, potatoes, sweetpotatoes, No. 5, p. 10.

(See also "HIT MEALS" FOR HARD HITTERS; FOOD FIGHTS AT HOME; PACK THAT FOOD AWAY; EXPLORATION FOR A BETTER WORLD; IF YOU HAVE THREE APPLES; THE THIRD FREEDOM GOES TO SCHOOL.)

FOOD, BASIC WEAPON, No. 10, p. 2.

Food conservation projects, No. 12, p. 5.

Food Distribution Administration:

addresses, regional offices of, No. 10, p. 7.

advisors of, No. 3, p. 15.

article by Roy F. Hendrickson, Director of, No. 9, p. 2.

as grocer-in-chief to the United Nations, No. 6, p. 11.

nutrition in industry representatives, No. 8, p. 7.

Food Distribution Administration, WFA, No. 3, p. 15;

No. 5, p. 10; No. 9, pp. 5-7, 9; No. 10, p. 7.

Food Distribution committee, No. 9, pp. 5-7.

FOOD FIGHTS AT HOME, No. 5, pp. 10-11.

"Food Fights For Freedom" month, No. 12, pp. 2-4.

FOOD FOR FREEDOM, No. 12, p. 2.

"Food for Freedom" program, No. 6, p. 4.

Food handlers taught to avoid dangerous practices, No. 10, p. 9.

Food order, description of, No. 11, pp. 9-11.

Food Preparation, Purchasing, and Even Table Manners Play a Part in Our Tremendous Garbage Pail Losses, Ways to Save, No. 11, p. 7.

Food Preservation Program in Connecticut, No. 8, p. 10.

Food Stamp program, No. 10, p. 6.

Foreign Relief and Rehabilitation Office, State Department, No. 9, pp. 5-7.

Fountain Green, Utah, cooperative canning service, No. 8, p. 11.

Fox, Capt. C. W. (supply officer of Aircraft Carrier X), No. 5, pp. 2-4.

Frantz family of York, Pa., No. 6, pp. 2-5.

Freedom From Want Begins at Noon With Nutritious School Lunches for All Children, No. 9, pp. 8-10.

Freezer-lockers:

information on types and uses of, No. 8, p. 11.

refrigerated food lockers, No. 8, p. 11.

storage facilities, No. 8, p. 11.

Frozen, storage, No. 8, p. 11.

22 Fruit(s) :

- and juices, canned—
 - graph, showing allocation to civilians as compared with that going to military, lend-lease, and special needs, No. 12, p. 15.
- canning of, No. 8, pp. 10-11.
- rinds, jellies and conserves, No. 11, p. 7.
- storing of, No. 8, p. 11.
- Fruits, citrus, graph showing allocation to civilians as compared with that going to military, lend-lease, and special needs, No. 12, p. 15.
- Fruits and Vegetables Aren't as Plentiful This Year as Last, No. 9, p. 15.
- Fumigation, No. 7, p. 9.
- Funny papers, No. 10, p. 5.
- Fuzzy-Wuzzies Like It (guide post), No. 9, p. 16.

G

- Garbage pails, food wasted in, No. 11, pp. 7-8.
- Gardening, No. 8, p. 8.
- Gardens. (*See* Victory gardens.)
- General Maximum Price Regulation, No. 6, p. 15.
- Get the Soil Ready, No. 5, pp. 12, 14.
- Get Together With Your Neighbors to Grow Your Own Fruits and Vegetables During Wartime, No. 3, pp. 10-12.
- Getting Into the Swing of the Nation's Bumper Home-Canning Season, No. 7, pp. 14-15.
- Girls and women recruited for farm work, No. 8, p. 8; No. 9, pp. 12-13.
 - (*See also* U. S. Crop Corps.)
- Give These Fish a Hand (guide post), No. 9, p. 16.
- GIVE US THIS DAY, No. 6, pp. 8-11.
- Glass jars, No. 7, p. 14.
- Glycerine, No. 11, p. 14.
- Goats, story, "Let's Read About Goats," No. 10, p. 5.
- Government offices, workers recruited for farm work, No. 9, p. 13.
- Grains, No. 10, p. 14.
- Grapefruit:
 - for the Navy, No. 5, p. 4.
 - in diets, No. 5, p. 11.
- Graphs of food allocations to civilians, as compared with food going to military, lend-lease, and special needs, No. 12, p. 15.
- GREASE THE WAY TO VICTORY, No. 11, pp. 14-15.
- Greece, No. 6, pp. 8-11.
- Greek farmer (George Delyannes), No. 6, p. 10.
- Greens, No. 11, p. 7. (*See also* Collards.)
- Grocers in England:
 - have food only for those customers who are registered with them, No. 9, p. 16.
 - retain customers' ration books, No. 9, p. 16.
- Growth and repair of body, No. 5, p. 11.

GUIDE POSTS:

- Who takes care of the welder's daughter, No. 9, p. 16.
- More horsepower, No. 9, p. 16.
- A lot for a little, No. 9, p. 16.
- Give these fish a hand, No. 9, p. 16.
- The Fuzzy-Wuzzies like it, No. 9, p. 16.
- Butter tooth, No. 10, p. 16.
- Pre-Christmas note, No. 10, p. 16.
- Black market "humanitarian," No. 10, p. 16.
- Remember (scenes of yesteryear), No. 10, p. 16.
- Nut brown September, No. 10, p. 16.
- Let's talk turkey, No. 10, p. 16.
- Here's haying in a hurry, No. 10, p. 16.
- Chained by custom, No. 11, p. 16.
- Small fry, No. 11, p. 16.
- Skin note, No. 11, p. 16.
- Fit for a queen, No. 11, p. 16.
- Wild game lovers only, No. 11, p. 16.
- Waste quiz answers, No. 11, p. 16.
- Hurrah for the pumpkin pie, No. 12, p. 16.
- Come, little leaves, No. 12, p. 16.
- Attention: Daisy Bumstead and Felix the Cat, No. 12, p. 16.
- Tenderizing toughs, No. 12, p. 16.
- Something new under the sun, No. 12, p. 16.
- Improve each shining hour, No. 12, p. 16.
- Did you know, No. 12, p. 16.
- Sweet note, No. 12, p. 16.
- Sour note, No. 12, p. 16.

H

- Half a Million Farm Families, helped by the Farm Security Administration, No. 2, pp. 13-15.
- Hambidge, Gove, story of how the Hot Springs food conference may affect your way of living in years to come, No. 9, pp. 3-4.
- Handbook for workers in school-lunch programs (NFC-3), No. 9, p. 10.
- Harvest teams organized:
 - housewives, No. 5, p. 14.
 - school teachers, No. 5, p. 14.
 - vacationing workers, No. 5, p. 14.
- Health chart (basic seven food), No. 5, p. 11.
- Health insurance program for medical care:
 - in operation in 1,140 counties, No. 10, p. 8.
 - voluntary prepayment under, No. 10, p. 8.
- Hendrickson, Roy F.:
 - Food, basic weapon, No. 10, p. 2.
 - Food for freedom, No. 12, p. 2.
 - No feast, no famine, No. 9, p. 2.
 - We've never eaten more, No. 11, p. 2.
- Here is the Story of How the Hot Springs Food Conference May Affect Your Way of Living in the Years to Come, No. 9, pp. 3-4.
- Here's haying in a hurry (guide post), No. 10, p. 16.

High school:

children trained for work on farms, No. 5, p. 14.

girls of Radford, Va., No. 7, p. 4.

manual training classes, No. 10, p. 12.

Victory crops, No. 3, p. 15.

"HIT MEALS" FOR HARD HITTERS, No. 5, pp. 2-4.

Hither and Yon (Great Britain), No. 1, p. 12.

Hoarding, penalties imposed (Canada), No. 4, p. 4.

Hodge family, No. 12, pp. 6-8.

Home canning, No. 7, pp. 14-15.

Home economics:

teachers, Radford, Va., No. 7, p. 5.

training in community servicing, Radford, Va., No. 7, p. 5.

Home Storage of Vegetables and Fruits (F. B. 1939), No. 8, p. 11.

Home-front campaign to hold down cost of living, Columbus, Ga., No. 11, p. 4.

Home-front pledges, No. 11, pp. 3-5; No. 12, p. 5.

Homemaker, Mrs.:

on K. P. duty for the Nation, No. 5, p. 10.

should cook foods so that they retain the maximum amount of vitamins and minerals, No. 5, p. 10.

should spend her points on foods of high nutritive value, No. 5, p. 10.

should use fresh fruits and vegetables, cereals, milk, and other non-rationed foods to build up hearty meals, No. 5, p. 10.

Hot Springs, Va., food conference (exploration for a better world), No. 9, pp. 3-4.

Houghton, Dr. Dorothy, assistant professor of home economics at Teachers College, No. 10, p. 4.

Household pests. (*See* Pests, household.)

HOW DO YOU RATE AS A TRANSPORTATION SAVER, No. 1, pp. 5-7.

How Meat Ceilings Are Set Up, No. 6, pp. 14-15.

How the Flow of Milk to the Battle Fronts Affects Use of Milk, Butter, Ice Cream, and Cheese in the Home, No. 4, pp. 6-7.

How Should You Shop, No. 2, p. 4.

HOW TO LIVE WITHOUT A CAN OPENER, No. 3, pp. 8-9.

HOW TO PUT POINTS IN YOUR PANTRY, No. 5, pp. 8-9.

Hunger quits school (AWI-25), No. 9, p. 10.

Hurrah for the Pumpkin Pie (guide post), No. 12, p. 16.

I

I AM A CONSUMER, No. 7, pp. 2-3.

Ice cream:

and cookies for the men on Aircraft Carrier X, No. 5, p. 2.

for the Navy, No. 5, p. 4.

How the Flow of Milk to the Battle Fronts Affects Use of Milk, Butter, Ice Cream, and Cheese in the Home, No. 4, p. 6.

IF YOU CAN'T USE IT, SWAP IT, No. 11, pp. 12-13.

IF YOU HAVE THREE APPLES, No. 9, pp. 5-7.

Imperial Order of the Daughters of the Empire, Canada, No. 4, p. 2.

Improve Each Shining Hour (guide post), No. 12, p. 16.

Incubator, homemade, No. 2, p. 14.

"Indian traders," No. 11, p. 11.

Indifference, Ignorance and Neglect are Enemy Agents That Prepare the Way for Epidemics and Disasters, No. 10, pp. 8-10.

In-plant feeding practices at Servel's war plant, No. 8, pp. 5-7.

Insect control, No. 7, pp. 8-9.

Insecticides, No. 7, pp. 8-9.

Insects. (*See* Pests, household.)

Inter-Agency Allocation Committee, No. 9, p. 6.

Interior Department, No. 9, pp. 5-7; No. 9, p. 16.

International Red Cross, No. 6, p. 9.

Issik Kul Collective Farm (Russia), No. 6, p. 10.

It's Up to Each State and Community to See That Kids are Kept Husky and Healthy, No. 13-15.

IT'S UP TO YOU, No. 6, pp. 12-13; No. 12, p. 4.

J

Jars for canning, No. 7, pp. 14-15.

Jason McCall's farmhouse, Transylvania County, N. C., No. 8, p. 10.

Junior League, Canada, No. 4, p. 3.

Juvenile courts, No. 10, p. 11.

Juvenile delinquency, prevented through child-care centers, No. 8, p. 13; No. 10, p. 11.

K

Kentucky, University of, experiments in diets, No. 10, p. 5.

Know Your Seeds, No. 5, p. 12.

Kraut keg, No. 4, p. 15.

L

Labor camp(s):

in Montgomery County, Md., No. 9, p. 12.

subsidy for, contributed by Montgomery County, Md., No. 9, p. 12.

supervisors assigned to, No. 9, p. 12.

Labor, farm. (*See* Farm, labor.)

Land:

army volunteers. (*See* Women's land army volunteers.)

workers, No. 5, p. 14; No. 8, p. 8.

Lanham Act funds, No. 8, p. 13.

Lanham Act, nursery schools established under, No. 8, p. 15; No. 9, p. 16.

LEARNING TO LIKE IT (cartoon series), No. 8, p. 12.

Lemons, for the Navy, No. 5, p. 4.

Lend-Lease:

Administration, No. 6, p. 11.

food distributed under, No. 6, pp. 8-11.

Let's Read About Goats, No. 10, p. 5.

Let's talk turkey (guide post), No. 10, p. 16.

LIFE IN 1943, No. 2, pp. 10-12.

Linoleum:

coated with protective wax, No. 4, p. 12.

three facts to remember if you want your linoleum to last long, No. 4, p. 12.

Liquor, retail sales tax on, Utah, No. 9, p. 9.

Locke, Lillian H., economics of clothing consumption, No. 10, p. 5.

Lot for a little (guide post), No. 9, p. 16.

Louisiana land army girls, No. 9, p. 13.

Laurens County, S. C., vegetable gardening in, No. 3, p. 12.

Lunches:

at Servel's war plant, Evansville, Ind., No. 8, pp. 5-7.

hot, furnished by American Red Cross to nursery schools in Wilmington, Del., No. 8, p. 14.

(See also School Lunches.)

M

McCall, Jason, farmhouse, Transylvania County, N. C., No. 8, p. 10.

McCracken, Earl C., on care of household appliances, No. 10, p. 4.

Make Over Men's Suits (BHE leaflet 230), No. 4, p. 15.

MAKE THE MOST OF MEAT, No. 4, pp. 8-9.

Malaria-carrying mosquitoes, No. 10, p. 9.

Manners, a new code of, No. 11, p. 7.

Map(s):

of U. S., showing zones for retail price ceilings on pork, No. 6, p. 14.

showing changes in malaria belt, 1882 to 1934, No. 10, p. 9.

Marquette, Mich.:

gardening and canning program, No. 9, p. 10.

school lunch program, No. 9, p. 10.

Mary C. I. Williams nursery school, Wilmington, Del., No. 8, p. 13.

MARY HODGE, HOUSEWIFE, No. 12, pp. 6-8.

Matches, No. 4, p. 14.

Maximum Prices Regulations, Canada, No. 4, p. 2.

Meat:

allocation of, No. 9, p. 7; No. 11, p. 11.

butchering—

beef for the Navy, No. 5, p. 3.

black market, often done in dirty, abandoned farmhouses, No. 5, p. 5.

canning of, No. 8, pp. 10-11.

ceiling prices on, No. 6, pp. 14-15.

food order on, No. 11, p. 11.

for the men on Aircraft Carrier X, No. 5, p. 2.

for the Navy, No. 5, p. 4.

grades, No. 5, p. 7.

graph, showing allocation to civilians, as compared

Meat—Continued.

to military, lend-lease, and special needs, No. 12, p. 15.

how ceilings on meat are set up, No. 6, pp. 14-15.

inspection stamp on, No. 6, p. 15.

learning to like it (cartoon), No. 8, p. 12.

on your point budget (cartoon), No. 6, pp. 6-7.

permit, slaughter, necessary for the sale of meat, No. 5, p. 7.

pork—

a good source for vitamin B, No. 5, p. 11.

zone map for fixing retail price ceilings, No. 6, p. 14.

rationing, No. 5, p. 7.

six main food values in, No. 4, p. 8.

slaughterer's permit number on, No. 6, p. 15.

standardized, No. 6, p. 15.

stretching of—

cartoons on, No. 4, pp. 8-9.

experts on, No. 4, p. 8.

recipes from various countries, No. 4, pp. 8-9.

substitutes for, No. 4, pp. 8-9.

supplies running below demand, No. 9, p. 6.

through black market channels in Cleveland area, No. 5, p. 6.

under black markets, No. 5, p. 5.

U. S. inspection stamp on (Cedar Rapids, Iowa, plant), No. 5, p. 5.

MEAT ON YOUR POINT BUDGET, No. 6, pp. 6-7.

Men's Shorts, Size 40, No. 10, p. 4.

Mildewing, chemicals to keep fabrics from, No. 4, p. 13.

Milk:

as carrier of diseases, No. 10, p. 9.

bottles, deposit on, No. 11, p. 10.

canned, No. 4, p. 15.

cans, No. 9, p. 7.

evaporated, No. 9, p. 7.

for the Navy, No. 5, p. 4.

harvested every day, No. 5, p. 14.

How the Flow of Milk to the Battle Fronts Affects Use of Milk, Butter, Ice Cream, and Cheese in the Home, No. 4, pp. 6-7.

in enriched bread, No. 5, p. 10.

in Types A, B and C school lunches, No. 10, p. 7.

"More Milk for More Children," No. 3, p. 15.

order, No. 11, p. 10.

sales increased at Servel's war plant, Evansville, Ind., No. 8, p. 5.

War Food Administration encouraging production of, No. 9, p. 6.

(See also DAIRY PRODUCTS ARE OFF TO WAR.)

Mineral(s):

in enriched bread, No. 5, p. 10.

in oatmeal, No. 9, p. 16.

in raw foods, No. 11, p. 8.

in vegetable tops and outer leaves, No. 11, p. 7.

Mineral(s)—Continued.

- in vegetables, No. 9, p. 15.
- in water in which vegetables are cooked, No. 9, p. 15.
- loss of, by letting chopped raw vegetables stand in the air, No. 11, p. 8.
- loss of, by letting vegetables stand in water before cooking, No. 11, p. 8.
- loss of, in potato parings, No. 11, pp. 7-8.
- (See also FOOD FIGHTS AT HOME.)
- Mitchel Field, No. 12, p. 9.
- Montgomery County, Md., contributes a subsidy of \$10,000 for labor camp expenses, No. 9, p. 12.
- More Horsepower (guide post), No. 9, p. 16.
- "More Milk for More Children," No. 3, p. 15
- Mosquitoes, as malaria-carriers, No. 10, pp. 9-10.
- (See also Pests, household.)

- Mothers' clubs, Wilmington, Del., No. 8, p. 15.
- Mothers doing essential jobs in defense industries, children of, No. 8, pp. 13-15.

Moth(s):

- how to kill them, No. 7, p. 9.
- preventives, No. 4, p. 13.
- protection against, No. 7, p. 9.
- Much More Serious (black market, Great Britain), No. 1, p. 13.

N

- National Allotments Society, England, No. 3, p. 11.
- National Congress of Parents and Teachers, No. 3, p. 15.
- National Council of Women, Canada, No. 4, p. 2.
- National Nutrition Program, No. 5, pp. 10-11.
- National Nutrition Program Launches Its Spring Offensive Against "Hidden Hunger," No. 5, pp. 10-11.
- Navaho Indians, No. 11, p. 11.
- Navy's rations, No. 5, pp. 2-4.
- (See also Aircraft Carrier X.)
- New York stock market crash of 1929, No. 9, p. 4.
- 99 Ways to Share the Meat (AWI-13), No. 4, p. 15.
- NO FEAST, NO FAMINE, No. 9, p. 2.
- NO MEDALS FOR THESE, No. 2, pp. 5-9.

Nursery school(s):

- at the Kaiser shipbuilding plant, No. 9, p. 16.
- established under Lanham Act, No. 8, p. 15; No. 9, p. 16.
- hot lunches, American Red Cross, in Wilmington, Del., No. 8, pp. 14.
- in Wilmington, Del., No. 8, pp. 13-15.
- meals in, No. 8, p. 15.
- Nut Brown September (guide post), No. 10, p. 16.

Nutrition:

- advisers, No. 3, p. 15.
- bread to contribute to good, No. 5, p. 10.
- classes, No. 12, p. 4.
- committees, No. 5, pp. 10-11; No. 7, pp. 4-5.
- courses offered to women employees of Servel's war

Nutrition—Continued.

- plant, Evansville, Ind., No. 8, p. 7.
- experts at Servel's war plant, Evansville, Ind., No. 8, pp. 5-7.
- farmers urged to plant crops with high nutritive values (beans, peas, potatoes, and sweetpotatoes), No. 5, p. 10.
- program, No. 5, pp. 10-11.
- Servel's war plant program, No. 8, pp. 6-7.
- schools, No. 12, p. 4.
- target, No. 12, p. 13.
- taught in Radford, Va., schools, No. 7, pp. 5, 7.
- Nutrition and Food Conservation Branch, War Food Administration, No. 8, p. 5.

O

Oakland, Calif.:

- child-care center, No. 10, p. 12.
- high school manual training classes, No. 10, p. 12.
- Mayor's Committee for the Care of Children in War-time, No. 10, p. 12.

Oatmeal:

- rich in minerals, No. 9, p. 16.
- uses of, No. 9, p. 16.
- Oceola Migratory Labor Camp, Belle Glade, Fla., community canning project, No. 8, p. 10.
- Office of Civilian Defense, No. 3, pp. 12, 15; No. 10, p. 12; No. 11, p. 5.
- Office of Defense Health and Welfare Services, No. 3, p. 15; No. 5, p. 10.
- Office of Education, No. 3, p. 15.
- Office of Information, Department of Agriculture, No. 5, p. 12.
- Office of Price Administration, No. 2, p. 4; No. 5, p. 10; No. 8, pp. 2-4.

OPA:

- enforcement of food price ceilings by, No. 8, pp. 2-4.
- field office director of, on home-front pledge campaign, No. 11, p. 5.
- Office of War Information, Division of Educational Services, Washington, D. C., No. 6, p. 13.

Ohio:

- farm gardens in, No. 3, p. 12.
- school gardens in, No. 3, p. 12.
- Victory gardens in, No. 3, p. 12.

Oil(s):

- coconut and palm, No. 11, p. 14.
- cottonseed, No. 11, p. 14.
- from flax, No. 11, p. 14.
- from the corn germ, No. 11, p. 14.
- peanut, No. 4, p. 15.
- soybean, No. 11, p. 14.
- tung, No. 11, p. 15.
- Old clothing exchanges in England, No. 1, p. 12.
- Old Enough for Fox Holes, No. 10, p. 6.
- On Goats, No. 10, p. 5.
- Onion tops, use for, No. 9, p. 15.

26 Oranges:

- eat the pulp of, No. 9, p. 15.
- for the Navy, No. 5, p. 4.
- in the diet, No. 5, p. 11.

Orchards and Vineyards, No. 8, p. 8.

ORDER OF THE DAY, No. 11, pp. 9-11.

Out of the Same Food Basket Comes Navy's Rations and Civilian Rationing, No. 5, pp. 2-4.

P

PACK THAT FOOD AWAY, No. 8, pp. 10-11.

Paints, No. 4, p. 12.

Parent-Teacher Association, hot lunch program, Terrace Union School, San Bernardino County, Calif., No. 3, p. 14.

Peaches, how to judge the quality of, No. 9, p. 15.

Peanut(s):

- butter, food value of, No. 4, p. 15.
- oil, No. 4, p. 15.

Pears, Bartlett, how to judge quality of, No. 9, p. 15.

People of Foreign Lands, Who Share Our Food, Do Tricks With Meat Flavor, No. 4, pp. 8-9.

Pests:

- fumigation for, No. 7, p. 9.
- household, No. 10, p. 10.
- spraying for, No. 7, p. 9.

Pet food order, No. 11, p. 10.

Phoenix, Ariz., school lunches in the Grand Ave. district, Northwest, No. 9, pp. 8-10.

Pickling, No. 8, p. 11.

Pictographs, No. 12, p. 15.

Pictures:

- on how the flow of milk to the battle fronts affects the use of milk, butter, ice cream, and cheese in the home, No. 4, pp. 6-7.
- on waste in the home, No. 11, p. 6.

Play, "It's Up to You," No. 6, pp. 12-13.

Play outfit, from sugar sacks, No. 10, p. 4.

Pledges, home-front, No. 11, pp. 3-5.

Pledging to support price control and rationing, No. 11, p. 3.

Plug for Appliances, a, No. 10, p. 4.

Points rationing:

- how to put points in your pantry, No. 5, pp. 8-9.
- lessons, No. 5, p. 10.
- meat on your point budget, No. 6, pp. 6-7.
- rules for shopping under, No. 2, p. 4.
- schools considered institutional users under, No. 9, p. 10.

Polish refugees, No. 6, p. 8.

Pop and a Hot Dog, No. 8, p. 5.

Poster, Small Fry, No. 12, p. 9.

Pot waste, No. 11, pp. 7-8.

Potato Storage and Storage Houses (F. B. 847), No. 8, p. 11.

Potato(es):

- allocation of, No. 11, p. 11.
- consumption of, in United Kingdom, No. 9, p. 2.
- dehydrated, No. 9, p. 2.
- famine, No. 9, p. 2.
- for the Navy, No. 5, p. 4.
- graph, showing allocation to civilians, as compared with that going to military, lend-lease, and special needs, No. 12, p. 15.
- paring of, results in a loss of vitamins and minerals, No. 11, pp. 7-8.
- storage for, No. 8, p. 11.
- the most important feed in the production of hogs in Germany, No. 9, p. 2.

Poultry:

- air-raid shelter for, No. 2, p. 15.
- brooder, homemade, No. 2, p. 14.
- for the Navy, No. 5, p. 4.
- incubator, homemade, No. 2, p. 14.
- order, No. 11, p. 11.

Poverty, chief cause of hunger and malnutrition (statement made at the Hot Springs Food Conference), No. 9, p. 4.

Pre-Christmas note (guide post), No. 10, p. 16.

Preservation of food:

- by the Connecticut State Defense Council, No. 8, p. 10.
- by storing, No. 8, p. 11.
- Community Food Preservation Centers (Misc. Pub. 472), No. 8, p. 11.
- in Fountain Green, Utah, No. 8, p. 11.
- in Transylvania County, N. C., No. 8, p. 10.
- in Utility Building at Ocala Migratory Labor Camp, Belle Glade, Fla., No. 8, p. 10.
- vegetables by salting and brining (AIC-4), No. 8, p. 11. (Superseded by F. B. 1932. Sept. 1943.)

Pressure cooker(s):

- available this season, No. 7, p. 14; No. 8, p. 10.
- "co-op loan" from Farm Security Administration, No. 8, p. 11.
- pool your, No. 8, p. 11.
- share your, No. 7, p. 14.

Price ceilings:

- complaints on, No. 8, pp. 2-4.
- information on, by War Price and Rationing Boards, No. 2, p. 5.
- on meats, No. 6, pp. 14-15.
- to be posted by retailers of meat, No. 6, p. 15; No. 8, pp. 2-4.

(See also \$'S AND ¢'S MEAT CEILINGS BY ZONE.)

Price panel, price control, information on, No. 8, pp. 2-4.

Program(s):

- allied relief, No. 6, p. 10.
- child care, No. 8, pp. 13-15.
- community school lunch, No. 3, p. 15.
- factory feeding, No. 12, p. 5.

Program(s)—Continued.

- "Food for Freedom," No. 6, p. 4.
 food preservation, by State Defense Council, Connecticut, No. 8, p. 10.
 gardening and canning, Marquette, Mich., No. 9, p. 10.
 National Nutrition, No. 5, pp. 10-11.
 on in-plant feeding, No. 8, p. 7.
 recreation, for boys and girls working on farms, No. 9, p. 12.
 school-lunch, No. 3, pp. 13-15; No. 9, pp. 8-10; No. 12, p. 4.
 school-milk, No. 3, p. 15.
 (See also THE THIRD FREEDOM GOES TO SCHOOL.)
 Protection and regulation of body, No. 5, p. 11.
 Protein, No. 5, p. 11.
 Public Affairs Pamphlet No. 72 (Address by Helen Dallas), No. 1, p. 15.
 Public eating places must be clean, No. 10, p. 8.
 Public Health Service has X-ray machines that may be borrowed by the States, No. 10, p. 10.
 PWMODWAH (People Who Make Our Democracy Work at Home), No. 2, pp. 5-9.

Q

- Questions and answers on Food Fights for Freedom, No. 12, pp. 12-14.
 Questions and answers on the set-up of the school-lunch program, No. 10, p. 7.
 Quizzes (questions and answers), No. 12, pp. 12-14.

R

- RADFORD DOES A TOWN-SIZED JOB, No. 7, pp. 4-7.
 Radford Nutrition Committee, No. 7, pp. 4-7.
 Radford State Teachers College, No. 7, p. 7.
 Ration books, retained by the grocer in England, No. 9, p. 16.
 Rationing:
 civilian, No. 5, pp. 2-4.
 in Britain, No. 1, pp. 11-14.
 in Sweden, No. 1, pp. 2-4, 15.
 schools considered institutional users under, No. 9, p. 10.
 (See also Points rationing.)
 Rationing Means You'll Get Your Pair, and Your Share, But It's Up to You to Buy the Kind That Will Give You the Wear, No. 4, pp. 10-11, 14.
 Recreation centers:
 in Oakland, Calif., No. 10, p. 12.
 in Schenectady, N. Y., No. 10, p. 12.
 Recruiting and training centers for women's land army volunteers, No. 8, p. 8.
 Red Cross:
 and canteen classes, No. 10, p. 6.
 canteen workers, No. 9, p. 10.
 educational work of, No. 10, p. 8.
 first-aid course, No. 10, p. 8.

Red Cross—Continued.

- getting food through to prisoners of war, No. 9, p. 6.
 nutrition course, No. 7, p. 6.
 soup kitchens, No. 6 p. 8.
 (See also American Red Cross.)
 Refrigerated food lockers, No. 8, p. 11.
 Refrigerator, homemade, No. 2, p. 15.
 Refugees, Polish, No. 6, p. 8.
 Regional offices of FDA, addresses of, No. 10, p. 7.
 Rice, No. 10, pp. 14-15.
 Rural Electrification Administration, No. 3, p. 15.
 Rural War Production training classes in food production, consumption, and processing, No. 3, p. 15.
 Russia:
 agricultural conscription in, No. 6, p. 10.
 Bedjebes Tektorasova (a Russian shepherdess), No. 6, p. 10.
 food high in caloric content, a "must" in, No. 6, p. 10.
 lend-lease, American food for, No. 6, pp. 8-11.

S

- Safe Storage, No. 9, p. 15.
 Safety and Comfort Shape New Styles for 6 Million Women Needed in War Industries This Year, No. 3, pp. 5-7.
 Safety Clothing for Women in Industry (booklet), No. 3, p. 5.
 Salting and brining, vegetables, No. 8, p. 11.
 Sailors get their lunch where it finds them during general quarters on a U. S. fighting ship, No. 5, p. 3.
 Sanitation, environmental, No. 10, p. 8.
 Sauerkraut, No. 4, p. 15.
 Save All you Don't Eat by Joining Community Canning Projects, Preserve the Rest by Freezing, Drying, Pickling, or Storing, No. 8, pp. 10-11.
 Schenectady, N. Y.:
 child-care centers in, No. 10 p. 12.
 Child Care, Development, and Protection Committee, No. 10, p. 12.
 School:
 children working on farms, No. 5, p. 14; No. 9, pp. 11-13.
 milk program, New York, No. 9, p. 9.
 statistics, 28 million children in the U. S. attending 240,000 schools, No. 9, p. 10.
 teachers doing farm labor, No. 5, p. 14.
 School lunch(es):
 at the Belle Heth School, Radford, Va., No. 7, pp. 4-5.
 by PTA, Terrace Union School, San Bernardino County, Calif., No. 3, p. 14.
 cooperating committee on, No. 3, p. 15.
 for Isaac School, Phoenix, Ariz., No. 3, p. 14.
 in Grand Avenue district, Northwest, Phoenix Ariz., No. 9, pp. 8-10.

28 School Lunch(es)—Continued.

in Marquette, Mich., No. 9, p. 10.

in various States, No. 9, p. 9.

in Yell County, Ark., No. 9, p. 10.

program(s)—

administration of (Circ. 211), No. 9, p. 10.

questions and answers on set-up of, No. 10, p. 7.

under WPA, No. 3, pp. 13-15.

types A and B lunches under, No. 10, p. 7.

(See also THE THIRD FREEDOM GOES TO SCHOOL.)

School lunches and education (Vocational Division Leaflet

No. 7). No. 3, p. 15; No. 9, p. 10.

SCHOOL LUNCHES MUST GO ON, No. 3, pp. 13-15.

School(s):

and war gardens, No. 9, p. 10.

considered institutional users under rationing, No. 9, p. 10.

Score card (produce, conserve, share, and play square), No. 12, p. 5.

SCORE YOURSELF ON "FOOD FIGHTS FOR FREEDOM," No. 12, pp. 12-14.

Scouring powders, No. 4, p. 13.

Scouts from Houston, Tex., weigh their "take" after work in a truck garden, No. 9, p. 12.

Seeds:

how to plant, No. 5, p. 12.

start some in boxes, No. 5, p. 13.

"Selling" the Victory Lunch, No. 8, p. 6.

Servel war plant, Evansville, Ind.:

cafeteria at, No. 8, p. 6.

employee organization at, No. 8, p. 7.

feeding at, No. 8, pp. 5-7.

nutrition courses offered to women employees of, No. 8, p. 7.

nutrition experts at, No. 8, p. 6.

Servel Workers at Evansville, Ind., Take to the Victory Lunch, a Balanced Midshift Meal That Helps Keep Them on the Job, No. 8, pp. 5-7.

Seven food groups in health chart, No. 5, p. 11.

Shellac, No. 4, p. 12.

Shoe exchanges, No. 11, p. 13.

Shoes:

produced under the War Production Board's limitation order, No. 4, p. 10.

rationing of, No. 4, pp. 10-11, 14.

rules for buying, No. 4, p. 11.

swapping of, No. 4, p. 10.

tips from Bureau of Home Economics on care of, No. 4, p. 14.

SHOES FOR ALL, No. 4, pp. 10-11, 14.

Shopper on the Spot, No. 7, p. 11.

Sickness:

what you can do at home, No. 10, p. 8.

what your community can do, No. 10, p. 8.

SICKNESS IS SABOTAGE, No. 10, pp. 8-10.

A Simple Technique (Sweden), No. 1, p. 4.

Sloan, Alfred P., Foundation, No. 10, p. 5.

Sloan experiment, No. 10, p. 5.

Slogan, "Eat to Beat the Devil," No. 8, p. 6.

Small fry (guide post), No. 11, p. 16.

Small fry (poster), No. 12, p. 9.

Snap beans, how to judge quality of, No. 9, p. 15.

SO WHAT, WE'LL GROW OUR OWN, No. 5, pp. 12-13.

Soaps, No. 4, pp. 12-13.

Soil, how to prepare for garden, No. 5, p. 12.

Some of the Answers on "Food Fights for Freedom," No. 12, p. 14.

Something new under the sun (guide post), No. 12, p. 16.

Soups, stews, and vegetable juice cocktails made from water in which vegetables are cooked, No. 11, p. 8.

Sour Note (guide post), No. 12, p. 16.

South Carolina, Laurens County, vegetable gardening in, No. 3, p. 12.

Soya:

flour, No. 9, p. 16.

grits, No. 9, p. 16.

Soybean oil, No. 11, p. 14.

Spices, No. 4, p. 15.

Spraying mixtures, No. 7, p. 9.

SPRING CLEANING, VICTORY STYLE, No. 4, pp. 12-14.

Stack Up (Great Britain), No. 1, p. 12.

Stain removers for porcelain, No. 4, p. 13.

Standards:

for enriched flour, No. 11, p. 10.

for meat, No. 6, p. 15.

State and city inspection stamps, No. 6, p. 15.

State Department of Education, No. 3, p. 15; No. 9, p. 9.

State health officer, No. 10, p. 10.

Statistics:

schools, 28 million children in the United States, attending 240,000 schools, No. 9, p. 10.

300,000 retail stores in Canada, selling over 1,800,000 different items, No. 4, p. 4.

women buy 85 percent of all retailed items in Canada, No. 4, p. 5.

Stephen Adams (proprietor of the Busy Bee Cafe, East Radford, Va.), wars on waste, No. 7, p. 5.

A STICKER ON YOUR WINDOW, No. 11, pp. 3-5.

Storage:

freezer-locker, information on, No. 8, p. 11.

of fruits and vegetables, No. 8, pp. 10-11; No. 9, p. 15.

Stores Must Post Meat Ceilings, No. 6, p. 15.

Strawberries, for preserves, No. 9, p. 5.

Student workers, No. 5, p. 14.

Sunset Village in West Radford, Va., No. 7, p. 5.

SURE WE'LL SHARE, No. 1, pp. 8-10.

Swap shop, No. 11, p. 12.

Sweden:

before the war, No. 1, p. 2.

- coffee rationed in, No. 1, p. 4.
- consumer cooperative societies in, No. 1, p. 2.
- "exchange coupons" in, No. 1, p. 4.
- low-cost government-subsidized fats in, No. 1, p. 3.
- milk unrationed in, No. 1, p. 3.
- "Ration Calendar" in, No. 1, p. 4.
- subsidy system in, No. 1, p. 3.
- SWEDEN RATIONS FOOD, No. 1, pp. 2-4, 15.
- Swedish State Information Board, No. 1, p. 3.
- Swedish-Swiss Relief Commission, No. 6, p. 8.
- Sweet Note (guide post), No. 12, p. 16.
- Swiss and Swedish International Red Cross agents, No. 6, p. 9.

T

- Table, 1943 food prospects for each civilian compared with amounts consumed in the years 1935 to 1939, No. 3, p. 4.
- Target, nutrition, No. 12, pp. 13, 14.
- Taylor, Dr. Clara M., nutrition classes under, No. 10, p. 5.
- Tektorasova, Bedjekes (a Russian shepherdess), No. 6, p. 10.
- 10 BIRTHDAY GREETINGS, No. 10, p. 3.
- Tenderizing Toughs (guide post), No. 12, p. 16.
- That \$2 Living Room Suite, No. 2, p. 13.
- That's What Congress Has Voted for School Lunch Programs, No. 10, p. 7.
- THE THIRD FREEDOM GOES TO SCHOOL, No. 9, pp. 8-10.
- "The Third Freedom in the Atlantic Charter is Freedom From Want," No. 9, p. 3.
- There Are Tips for Every Housewife in the Ways Army Cooks Fight Food Waste, No. 12, p. 9.
- There Aren't Many, But When They Bob Up, Public Opinion Deals Sternly With People Who Get Around Rationing and Price Control, No. 1, p. 11.
- These Half-Million Families, No. 2, p. 15.
- THESE WORKERS EAT TO WIN, No. 8, pp. 5-7.
- THEY LIVE ON INGENUITY, No. 2, pp. 13-15.
- THEY PUT A "HEX" ON HITLER, No. 6, pp. 2-5.
- Timely bulletins:

- Make Over Men's Suits, No. 4, p. 15.
- 99 Ways to Share the Meat, No. 4, p. 15.
- Tire Inspection is Here, No. 1, p. 7.
- Toasters and mixers. (See Broken toasters and mixers.)
- Tobacco rope, No. 9, p. 16.
- TODAY'S CHILDREN, TOMORROW'S CITIZENS, No. 10, pp. 11-13.
- Tomatoes:
 - canning, in the Utility Building at Ocala Migratory Labor Camp, Belle Glade, Fla., No. 8, p. 10.
 - for the Navy, No. 5, p. 4.
 - how to judge quality of, No. 9, p. 15.
- Trading posts for farm machinery, No. 9, p. 13.
- Trailer-town Children Whose Mothers are Working in Defense Industries, No. 8, pp. 14-15.

- Transylvania County, N. C.:
 - "bank houses" in, No. 8, p. 10.
 - Jason McCall's farmhouse in, No. 8, p. 10.
- Triple-A Committees, No. 5, pp. 14-15.
- TROUBLE SHOOTERS FOR EVERYBODY, No. 8, pp. 2-4.
- Truck Gardens, No. 8, p. 8.
- Tuberculosis, for detection of, Public Health Service
 - X-ray machines may be borrowed by the States, No. 10, p. 10.
- Tung oil, No. 11, p. 15.
- Turkey order, No. 11, p. 11.
- Turnip tops, No. 11, p. 7.
- Typical American Family, Showing How to Put One Over "Der Fuehrer," Producing Both Guns for War and Butter for the Home Front, No. 6, pp. 2-5.

U

- United Nations' conference on food and agriculture, Hot Springs, Va., No. 9, pp. 3-4.
- U. S. Crop Corps:
 - recruiting centers of, No. 5, p. 14; No. 8, p. 8.
 - recruits for, No. 5, p. 14.
 - volunteers wanted for, No. 5, pp. 14-15.
 - women's land army of, No. 8, p. 8.
 - (See also FIRST LADIES OF THE LAND.)
- U. S. Dept. of Labor, Women's Bureau, booklet (Safety Clothing for Women in Industry), No. 3, p. 5.
- U. S. Employment Service, No. 5, p. 14; No. 9, p. 11.
- U. S. Federal Standard for enriched flour, No. 10, p. 15.
- U. S. Navy:
 - Bureau of Supplies and Accounts, No. 5, pp. 2-4.
 - food for, No. 5, p. 4.
- U. S. Public Health Service, course in food handling, No. 10, pp. 8-9.
- University Women's clubs, Canada, No. 4, p. 3.
- Utah, retail sales tax on liquor, school-lunch program, No. 9, p. 9.

V

- Vacationing workers, No. 5, p. 14.
- Varnishes, No. 4, p. 12.
- Vegetables:
 - canned, graph showing allocation to civilians as compared with that going to military, lend-lease, and special needs, No. 12, p. 15.
 - canning of, No. 7, pp. 14-15; No. 8, pp. 10-11.
 - cooking of, No. 3, p. 9; No. 9, p. 15; No. 11, p. 8.
 - drying of, No. 8, p. 11.
 - eat them raw, No. 3, p. 9.
 - green, destroying vitamin in, by use of soda, No. 9, p. 15.
 - grown in Laurens County, S. C., No. 3, p. 12.

- preservation of, No. 8, pp. 10-11.
- raw, vitamins and minerals in, No. 11, p. 8.
- salting and brining of (AIC-4), No. 8, p. 11.
- storing of, No. 8, p. 11; No. 9, p. 15.
- tops and outer leaves of, vitamins and minerals in, No. 11, p. 7.
- use of water in which vegetables are cooked, No. 9, p. 15; No. 11, p. 8.
- vitamins and minerals in, loss of—
 - by letting vegetables stand in water before cooking, No. 11, p. 8.
 - by letting chopped raw vegetables stand in the air, No. 11, p. 8.

(See also BANISH THOSE BUGS; DRYING FOODS FOR VICTORY MEALS; SO WHAT? WE'LL GROW OUR OWN; WATCH YOUR WASTE MEASURE.)

- Venereal disease control, No. 10, p. 10.
- Vermont, low-income towns chosen for experiment in providing adequate clothing for the ill-clothed, No. 10, p. 5.
- Victory garden:
 - committees, No. 5, p. 12.
 - handbook, No. 5, p. 12.
 - leader, No. 5, p. 12.
 - leaflet, No. 5, p. 13.
- Victory gardens, No. 3, pp. 11-12; No. 5, pp. 12-13; No. 7, p. 9; No. 9, p. 9.
- Victory House, York, Pa., No. 6; p. 3.
- Victory lunch:
 - of Servel workers at Evansville, Ind., No. 8, p. 5.
 - score card, Radford, Va., schools, No. 7, p. 5.
 - selling the, No. 8, p. 6.
- Virginia, Hot Springs, Food Conference at, No. 9, pp. 3-4.
- "Vitamin Factories," No. 5, p. 12.
- Vitamins:
 - A, B, C, No. 5, p. 10.
 - in enriched bread, No. 5, p. 10; No. 10, p. 15.
 - in oatmeal, No. 9, p. 16.
 - in raw foods, No. 11, p. 8.
 - in various cereals, No. 10, pp. 14-15.
 - in vegetable tops and outer leaves, No. 11, p. 7.
 - in vegetables, No. 9, p. 15.
 - in water in which vegetables are cooked, No. 9, p. 15.
 - loss of—
 - by letting chopped raw vegetables for salad stand in the air, No. 11, p. 8.
 - by letting vegetables stand in water before cooking, No. 11, p. 8.
- Voluntary prepayment health insurance program, No. 10, p. 8.
- Volunteer Army of Housewives Works With Canada's Wartime Prices and Trade Board to Keep the Cost of Living Stable, No. 4, pp. 2-5.
- Volunteers, Victory farm, No. 9, pp. 11-12.
- (See also Women's land army volunteers.)

- Walt Disney's pigs, No. 11, p. 14.
- War Food Administration, No. 9, pp. 5-7, 9, 11.
- War Forces Even a Neutral Country to Parcel Its Goods Carefully Among Its Citizens, and Sweden Shows Some New Ways to Do It, No. 1, pp. 2-4.
- War industries:
 - women in—
 - children of, No. 8, pp. 13-15.
 - clothing of, No. 3, pp. 5-7.
 - in Wilmington, Del., No. 8, pp. 13-15.
 - some major "don'ts" for, No. 3, pp. 5-6.
- War is Imposing Profound Changes Upon the Way We Live, but the Schools are Using Them to Make Us Wiser Consumers, No. 10, pp. 5-6.
- War Manpower Commission, No. 10, p. 10.
- War Needs Absorb Many Household Cleaning Chemicals, But You Can Manage With Soap, Water, and Facts, No. 4, pp. 12-14.
- War nurseries:
 - established under the Lanham Act, No. 8, p. 15.
 - in Wilmington, Del., No. 8, pp. 13-15.
 - meals in, No. 8, p. 15.
- War Nurseries Start When Factory Whistles Blow, Freeing Woman-Power to Build Ships and Planes for the Nation, No. 8, pp. 13-15.
- WAR ON WASTE, No. 11, pp. 7-8.
- WAR ON WASTE, ARMY STYLE, No. 12, pp. 9-11.
- War plant feeding recommended, No. 8, p. 6.
- War Price and Rationing Boards, No. 2, pp. 5-9; No. 8, p. 2; No. 11, p. 5.
- War Public Works, Federal Works Administration, No. 10, p. 10.
- Wartime canning of fruits, vegetables, No. 7, p. 15; No. 8, pp. 10-11.
- Wartime Consumer Education, No. 10, p. 6.
- Wartime Fish Cookery (Conservation Booklet No. 27), No. 9, p. 16.
- Wartime Prices and Trade Board, Canada, No. 4, pp. 2-5.
- Washington's War Food Administration Calls the Signals That Direct Food Traffic to Our Armed Forces, Our Allies, and Your Grocery Store, No. 11, pp. 9-11.
- Waste, questions on, No. 11, p. 8.
- Waste quiz answers (guide post), No. 11, p. 16.
- Wasting of food, No. 9, pp. 14-15; No. 11, pp. 7-8.
- WATCH YOUR WASTE MEASURE, No. 9, pp. 14-15.
- Water softeners, No. 4, p. 13.
- Wax:
 - as a coating for linoleum, No. 4, p. 12.
 - production limited, No. 4, p. 12.
- WE SHARE FOOD, No. 3, pp. 2-4.
- We'll Reason With the Strays, No. 1, p. 10.
- WE'VE NEVER EATEN MORE, No. 11, p. 2.
- West End Neighborhood House, No. 8, p. 13.
- What These Ships Bring, No. 1, p. 3.

What You Can Do at Home (in sickness), No. 10, p. 8.
 What Your Community Can Do (in sickness), No. 10, p. 8.
 What's Your Score Against Food Waste, No. 11, p. 8.
 Wheat, No. 10, p. 14.
 When You Shop, No. 2, p. 3.
 Where to Write for More Help (Health), No. 10, p. 10.
 Who Takes Care of the Welder's Daughter (guide post), No. 9, p. 16.
 Why Butter Must Be Stretched, No. 4, p. 7.
 Wickard, Claude R. (Secretary of Agriculture), Explains Why America's Food Supplies are Being Rationed Through the New Points Plan, No. 3, pp. 2-4.
 Wild game lovers only (guide post), No. 11, p. 16.
 Wilder, Dr. Russell, No. 5, p. 10; No. 9, pp. 5-6.
 Wilmington, Del.:
 boy scouts from, No. 9, p. 12.
 children of refugee parents in, No. 8, pp. 13-15.
 Mary C. I. Williams nursery school, No. 8, p. 13.
 mothers' clubs in, No. 8, p. 15.
 nursery schools in, No. 8, pp. 13-15.
 Thomas Garret Nursery School (Negro), No. 8, p. 15.
 trailer-town children in, No. 8, p. 14.
 With Fats and Oils, Double-Duty Workers in War Kitchens and Industries, Turning Out Butter for Bread, Glycerine for Bombs, No. 11, pp. 14-15.
 Women's land army schools, No. 9, p. 13.
 Womanpower needed, No. 8, p. 8.
 Women in war industries:
 clothing of, No. 3, pp. 5-7.
 in Wilmington, Del., No. 8, pp. 13-15.
 some major "don'ts" for, No. 3, pp. 5-6.
 Women's Bureau, U. S. Department of Labor, booklet (Safety Clothing for Women in Industry), No. 3, p. 5.
 Women's land army volunteers:
 duties of, No. 8, p. 8.
 in Louisiana, No. 9, p. 13.
 recruiting and training centers for, No. 8, p. 8.

Women's land army volunteers—Continued.

will be paid prevailing wage, No. 8, p. 8; No. 9, p. 13.
 (See also U. S. Crop Corps.)
 Women's Land Army Volunteers are Off to a Flying Start, No. 8, p. 8.
 Women's Regional Advisory Committee, Canada, No. 4, pp. 3-5.
 Wool, order, No. 11, p. 11.
 Wool, Navaho, No. 11, p. 11.
 Work for the Funnies, No. 10, p. 5.
 WPA-constructed storage dam, Cumberland, Md., No. 2, p. 6.
 WPA is Being Liquidated, No. 3, p. 13.
 WORLD'S BEST WAR DIET, No. 2, p. 15.

X

X-ray machines, photograph 500 chests in a day, at a cost of 10 cents each, No. 10, p. 10.

Y

Yell County, Ark., Chickalah Home Demonstration Club, No. 9, p. 10.
 Yellow fever spread by mosquitoes, No. 10, p. 10.
 York, Pa.:
 Frantz family, No. 6, pp. 2-5.
 production of war material, No. 6, p. 3.
 York Plan of "Bits-and-Pieces," No. 6, p. 2.
 You Are an Old Hand, No. 2, pp. 2-3.
 You can shorten the war with food (leaflet), No. 12, p. 3.
 YOU CAN'T BUY VICTORY, No. 12, pp. 3-5.
 You Have to Win It, Making "Food Fight for Freedom" is a Home Front Job, No. 12, pp. 3-5.
 YOU PAY YOUR MONEY AND YOUR POINTS, No. 2, pp. 2-4.
 You'll Find Them on Price Panels in Your Own Community Hearing Complaints, Educating People on the Dangers of Uncontrolled Prices, No. 8, pp. 2-4.
 Yugoslavian prisoners of war, packaged food for, No. 6, p. 9.

INDEX TO VOLUMES VIII AND IX

Consumers' Guide News Letter

November 1942 to October 1943

A

Absenteeism, vol. 9, No. 8, p. 4.

Antifreeze:

- ceiling price on, vol. 8, No. 20, p. 3.
- dollars-and-cents retail price on, vol. 9, No. 2, p. 2.
- label requirements on, vol. 8, No. 20, p. 3.
- trucks and cars destroyed by corrosive action of, vol. 9, No. 4, p. 4.

Automobiles:

- new, vol. 9, No. 6, p. 3; No. 11, p. 4.
- pleasure driving of, vol. 9, No. 3, p. 3; No. 8, p. 2.
- private, in Great Britain, vol. 9, No. 1, p. 1.
- retail price on, vol. 9, No. 2, p. 2.
- stickers for, vol. 9, No. 1, p. 4.

B

Back yard week ends best, vol. 9, No. 9, p. 2.

Basic 7 on the air, vol. 9, No. 10, p. 3.

Batteries:

- farm, vol. 9, No. 9, p. 4.
- flashlight, vol. 8, No. 20, p. 3.

Battling the black market in meats, vol. 9, No. 4, p. 1.

Beans, snap, prices, vitamins, vol. 9, No. 7, p. 4.

Beef. (*See* Meat.)

Beef grades changed, vol. 8, No. 20, p. 2.

Bicycle hunt, vol. 9, No. 5, p. 3.

Bicycles, vol. 9, No. 2, pp. 2, 4; No. 5, p. 3.

Black market prevention, vol. 9, No. 7, p. 3.

Black markets, meat and potatoes, vol. 9, No. 5, p. 2.

Blue stamp flashes, vol. 9, No. 5, p. 2.

Bread:

- enrichment, vol. 9, No. 5, pp. 1-2.
- limitations on retail services, vol. 9, No. 7, p. 2.
- standards for, vol. 9, No. 3, pp. 1-2.

Britain. (*See* Automobiles; British factories; British "utility" products; Transportation.)

British factories, in-plant feeding in, vol. 9, No. 7, p. 4.

British "utility" products, vol. 9, No. 1, p. 1.

Bundle Up, vol. 8, No. 20, p. 2.

Butter, rationing of, vol. 9, No. 5, p. 1.

Buy it only if you need it, vol. 9, No. 9, p. 3.

C

Can milk delivery costs be cut, vol. 9, No. 1, p. 2.

Canned fruits and vegetables:

- graded and labeled, vol. 9, No. 2, p. 1.
- going to war, vol. 9, No. 2, p. 3.

Canning:

- facilities, vol. 9, No. 10, p. 1.
 - sugar for, vol. 9, No. 7, p. 3.
- (*See also* Lend a hand to canning.)

Canning sugar, vol. 9, No. 7, p. 3.

Cans, for salvage collector, vol. 8, No. 20, p. 4.

Cans and cannots of home canning, vol. 9, No. 10, p. 1.

Car-sharing, vol. 9, No. 5, p. 3.

Cars continue to be a worry, vol. 9, No. 9, p. 2.

Castor-oil:

- control of sales of, by WPB, vol. 8, No. 20, p. 4.
- dangerous to give, vol. 8, No. 20, p. 4.

Ceiling prices:

- adoptions and revisions in, vol. 9, No. 9, pp. 1-2.
- dining car prices frozen, vol. 9, No. 9, p. 2.
- new, on some foods, vol. 9, No. 11, p. 3.
- oil burners, services on, vol. 9, No. 10, p. 2.
- on antifreeze, vol. 8, No. 20, p. 3.
- on bread, vol. 9, No. 7, pp. 1-2.
- on cast-iron, coal-fired, warm-air furnaces, vol. 9, No. 10, p. 3.
- on cigarettes, vol. 9, No. 11, p. 3.
- on clothing, vol. 9, No. 9, p. 2.
- on consumer durable goods, vol. 9, No. 9, p. 2.
- on food, vol. 8, No. 20, p. 1; vol. 9, No. 7, pp. 1, 2; No. 10, p. 2.
- on fresh vegetables, vol. 9, No. 6, p. 2.
- on nylon hose, vol. 9, No. 1, p. 2.
- on pork, vol. 9, No. 4, p. 3.
- on poultry, vol. 9, No. 6, p. 2.
- on rents, vol. 8, No. 20, p. 1.
- on seeds and bulbs, vol. 9, No. 11, p. 3.
- to protect bowlers, billiard and pool players, vol. 9, No. 3, p. 4.
- violations of, vol. 9, No. 1, p. 2.

Ceiling prices go up and down, vol. 9, No. 7, p. 2.

Ceilings lifted, other foods, vol. 8, No. 20, p. 1.

Ceilings promised, rents, vol. 8, No. 20, p. 1.

Ceilings stretched, foods, vol. 8, No. 20, p. 1.

Check-up on the cost of living, vol. 9, No. 5, p. 1.

Cheese:

- prices changed, vol. 9, No. 11, p. 3.
- rationed, vol. 9, No. 5, p. 1; No. 8, p. 1.
- storage and use, vol. 9, No. 6, p. 4.

Child care program, vol. 9, No. 8, p. 4.

Children's Bureau, Department of Labor, programs for medical and hospital maternity care, vol. 9, No. 9, p. 4.

Cigarettes:

- brands or brand names, vol. 9, No. 9, p. 4.
- taxes on, vol. 8, No. 1, p. 4.

Clothing, vol. 9, No. 9, p. 2.

Coal, vol. 9, No. 11, p. 1.

Coffee:

- correction on, vol. 9, No. 7, p. 4.
- cost, in eating places, vol. 9, No. 1, p. 2.

Coffee—Continued.

- labels, vol. 9, No. 1, p. 2.
- rationing, vol. 9, No. 1, p. 2; No. 2, p. 2; No. 6, p. 3.
- rationing lifted, vol. 9, No. 9, p. 1.
- Coffee in every pot, vol. 9, No. 9, p. 1.
- Coffee rationing in full swing, vol. 9, No. 1, p. 2.
- Compulsory grades for beef, vol. 9, No. 5, p. 1.
- Consumer Calendar, vol. 9, Nos. 1, 2, 3, 4, 5, 7, 8, 9, 10, 11, p. 4.
- Consumer goods, vol. 9, No. 9, p. 2.
- Consumer goods cut from cradle, vol. 9, No. 9, p. 1.
- Consumer Time, vol. 9, No. 6, p. 4.
- Consumers, signposts for, vol. 9, No. 3, p. 1.
- Consumers' contribution to Victory, vol. 9, No. 10, p. 1.
- Correction on coffee, vol. 9, No. 7, p. 4.
- Cosmetics, vol. 9, No. 5, p. 4.
- Cosmetics, leg make-up, vol. 9, No. 8, p. 3.
- Cost of living, vol. 9, No. 8, p. 4.
- Crab meat, vol. 9, No. 11, p. 3.

D

- Delinquency, juvenile, vol. 9, No. 8, p. 4.
- Diapers, baby, vol. 9, No. 1, p. 4.
- Do your tires need recapping, vol. 9, No. 5, p. 3.
- Dollars-and-cents ceilings, vol. 9, No. 4, p. 3.
- Dollars-and-cents ceilings go to town, vol. 9, No. 8, p. 2.
- Dollars-and-cents retail price on heating boiler conversion parts, vol. 9, No. 2, p. 2.

Dresses:

- restrictions on materials for, vol. 9, No. 8, p. 4.
- WPB regulation of, vol. 9, No. 8, p. 4.

E

- Economic stabilization, vol. 9, No. 1, p. 1.
- Egg grades get the alphabet, vol. 9, No. 3, p. 3.
- Eggs, grades, vol. 9, No. 3, p. 3.
- Emergency Price Control Act, Taft amendment to, vol. 9, No. 10, p. 3.
- Every town has its own price ceilings, vol. 9, No. 7, p. 1.
- Everybody Must Have War Ration Book I, vol. 9, No. 2, p. 1.
- Exploring waste, vol. 8, No. 20, p. 4.

F

- Fat, waste, vol. 9, No. 3, p. 4.
- Fats and oils, edible:
 - rationing of, vol. 9, No. 5, p. 1.
 - turn in as waste, vol. 9, No. 7, p. 3.
- Fats fight on all fronts, vol. 9, No. 7, p. 3.
- Figs, vol. 9, No. 11, p. 3.

Fish:

- canned, rationing of, vol. 9, No. 5, p. 1.
- crab meat, vol. 9, No. 11, p. 3.
- fresh, vol. 9, No. 5, p. 2.
- tuna, vol. 9, No. 9, p. 4.

Flashlight(s):

- batteries, vol. 8, No. 20, p. 3; vol. 9, No. 9, p. 4.

Flashlight(s)—Continued.

- tips on care of, vol. 8, No. 20, p. 3.
- (See also Save that flashlight.)

Food:

- ceiling prices, vol. 8, No. 20, p. 1; vol. 9, No. 7, pp. 1, 2; No. 10, p. 2.
- cooking of, vol. 9, No. 4, p. 3.
- going to war, vol. 9, No. 2, p. 3.
- home canned, as gifts, vol. 9, No. 10, p. 1.
- home processed (Canada), vol. 9, No. 11, p. 3.
- in wartime, vol. 9, No. 6, p. 1.
- point-rationing, vol. 9, No. 4, p. 3.
- purchasing for war uses, vol. 8, No. 20, p. 4.
- stamp plan and program, vol. 9, No. 3, pp. 1, 2.
- Food Administrator, duties of, vol. 9, No. 2, p. 1.
- "Food Fights for Freedom" month, vol. 9, No. 11, p. 1.
- Food Stamp program, stopping of, vol. 9, No. 3, p. 2.
- Food stamps, a war casualty, vol. 9, No. 3, p. 2.
- Food Requirements Committee, vol. 8, No. 20, p. 2.
- Fountain pens, vol. 9, No. 2, p. 4.

Fruits and vegetables:

- canned, graded and labeled, vol. 9, No. 2, pp. 1-2.
- frozen, point values lowered by OPA, vol. 9, No. 6, p. 3.

Fuel oil:

- four things to do before applying for, vol. 8, No. 20, p. 2.
- how to save, vol. 9, No. 11, p. 2.
- new rationing regulations on, vol. 9, No. 11, p. 3.
- not enough to go around, vol. 9, No. 3, p. 3.
- rationing problems, vol. 9, No. 2, p. 3.
- zones being divided, vol. 9, No. 8, p. 2.

G

- Gas users must economize, vol. 9, No. 1, p. 3.

Gasoline:

- allowance of, for Victory gardeners, vol. 9, No. 6, p. 3.
- endorsements on coupons, vol. 9, No. 9, p. 4.
- new ration books, vol. 9, No. 8, p. 2.
- not enough to go around, vol. 9, No. 3, p. 3.
- rationing, vol. 8, No. 20, p. 1; vol. 9, No. 4, p. 3.
- tightening up on, vol. 9, No. 2, p. 2.

Go-ahead on red coupons, vol. 9, No. 5, p. 1.

Good news on the clothes front, vol. 9, No. 10, p. 3.

Government bears down on black sheep, vol. 9, No. 2, p. 4.

Grade labels come off, vol. 9, No. 10, p. 3.

Grade labels on canned goods promised, vol. 9, No. 2, p. 1.

Grade(s):

labeling—

- elimination of, vol. 9, No. 10, p. 3.
- to make consumer buying easier, vol. 9, No. 1, p. 1.
- withdrawn on canned fruits and vegetables, juices, vol. 9, No. 8, pp. 2-3.
- of beef, changed, vol. 8, No. 20, pp. 2-3.

34 Grade(s)—Continued.

- of eggs, vol. 9, No. 3, p. 3.
- on canned fruits and vegetables, vol. 9, No. 2, p. 1.
- on turkeys, vol. 9, No. 3, p. 3.
- widespread "up-grading" of meat, vol. 9, No. 1, p. 3.
- Grapes, maximum prices for, vol. 9, No. 11, p. 3.
- Greens, vol. 9, No. 5, p. 2.
- Grow your own greens, vol. 9, No. 5, p. 2.
- Gum, vol. 9, No. 2, p. 4.

H

- Have you bought your pound, vol. 9, No. 2, p. 2.
- Head to toe news, vol. 9, No. 6, p. 3.
- Heating boiler conversion parts, dollars-and-cents retail price on, vol. 9, No. 2, p. 2.
- Heels, rubber. (*See* Rubber heels.)
- Help wanted, vol. 9, No. 11, p. 1.
- Here are nylon "dollar-and-cents prices," vol. 9, No. 1, p. 2.
- Hold that line against inflation, vol. 9, No. 4, p. 2.
- "Hold-the-line" action against inflation, vol. 9, No. 6, p. 1.
- Home canned foods, as gifts, vol. 9, No. 10, p. 1.
- "Home processor," vol. 9, No. 11, p. 3.
- Honors to the Molly (Price) Pitchers, vol. 9, No. 1, p. 3.
- Horse meat, vol. 9, No. 10, p. 3.
- Hose:
 - dollars-and-cents prices for, vol. 9, No. 1, p. 2; No. 2, p. 2.
 - leg make-up as substitute for, vol. 9, No. 8, p. 3.
 - no need to stock up, vol. 9, No. 8, p. 3.
 - prices slashed on rayon, vol. 9, No. 5, p. 4.
 - retail ceiling prices of, vol. 9, No. 1, p. 2.
 - silk and nylon, salvage on, vol. 9, No. 11, p. 4.
 - to be shorter, vol. 9, No. 8, p. 3.
- How high is a ceiling, vol. 9, No. 10, p. 1.
- How to save coal and keep warm, vol. 9, No. 11, p. 1.
- Hush to the call of the open road, vol. 9, No. 8, p. 2.

I

- Idle tires roll back to use, vol. 9, No. 3, p. 3.
- Incomes, average in U. S., vol. 8, No. 20, p. 4.
- Inflation, vol. 9, No. 4, p. 2; No. 6, p. 1; No. 10, p. 2.
- In-plant feeding, in British factories, vol. 9, No. 7, p. 4.
- Inspection, tire, vol. 9, No. 1, pp. 1, 4; No. 2, p. 2.
- Is Nation-wide U. S. graded meat just around the corner, vol. 9, No. 1, p. 3.

J

- Juvenile delinquency, vol. 9, No. 8, p. 4.

L

- Labels:
 - grade, vol. 9, No. 1, p. 1; No. 2, p. 1; No. 9, p. 4; No. 10, p. 3.
 - on antifreeze, vol. 8, No. 20, p. 3.
- Laundries, trips, restriction on, vol. 9, No. 1, p. 4.
- Leg make-up, vol. 9, No. 8, p. 3.
- Lend a hand to canning, vol. 9, No. 8, p. 3.

- Letters, to soldier friend, vol. 9, No. 8, p. 4.
- Likable listening, vol. 9, No. 6, p. 4.
- Luxury services, OPA conferences on, vol. 8, No. 20, p. 4.

M

- Margarine, vol. 8, No. 20, p. 4.
(*See also* Oleomargarine.)
- Maternity care, vol. 9, No. 9, p. 4.
- Maybe You've Wondered (ration points), vol. 9, No. 11, p. 2.
- Mayonnaise and shortening, vol. 8, No. 20, p. 4.
- Measuring nutrition by the slice, vol. 9, No. 7, p. 1.
- Meat:
 - allocation of, vol. 8, No. 20, p. 4.
 - black markets in, vol. 9, No. 4, p. 1; No. 5, p. 2.
 - for "seeing-eye dogs," vol. 9, No. 8, p. 1.
 - grades of, vol. 8, No. 20, pp. 2-3; vol. 9, No. 1, p. 3; No. 4, pp. 1-2; No. 5, pp. 1-2.
 - horse, vol. 9, No. 10, p. 3.
 - pork, dehydrated, vol. 9, No. 1, p. 4.
 - pork, price ceilings on, vol. 9, No. 4, p. 3.
 - rationing, vol. 8, No. 20, p. 2.
 - sharing, vol. 8, No. 20, p. 2.
 - slaughtering under unsanitary conditions, vol. 9, No. 4, p. 1.
 - Tushonka (Russian), vol. 9, No. 3, p. 4.
 - unrationed, vol. 8, No. 20, p. 2.
 - "up-grading" by packers, vol. 9, No. 1, p. 3.
- Meat eaters share, vol. 8, No. 20, p. 2.
- Meats and fats rationing, vol. 9, No. 6, p. 2.
- Mechanical pencils, vol. 9, No. 2, p. 4.
- Medical and hospital maternity care, vol. 9, No. 9, p. 4.
- Metal(s):
 - attachments for vacuum cleaners, vol. 9, No. 2, p. 4.
 - "musts" in war, vol. 9, No. 2, p. 4.
 - toys or games, vol. 9, No. 2, p. 4.
 - (*See also* Fountain pens; Mechanical pencils; Pen points; and Portable electric lamps.)
- Mileage, rationing, vol. 9, No. 1, p. 1.
- Milk:
 - dairy farmers having trouble getting help, vol. 8, No. 20, p. 4.
 - demand for, vol. 8, No. 20, p. 3.
 - difficulties in getting, vol. 8, No. 20, p. 3.
 - evaporated, for children in France, vol. 9, No. 2, p. 4.
 - made into cheese and other products for lend-lease, vol. 8, No. 20, p. 4.
 - price raises, vol. 9, No. 3, p. 2.
 - share the, vol. 9, No. 11, p. 1.
 - subsidies on, vol. 9, No. 3, p. 2.
- Milk muddles here, vol. 8, No. 20, p. 3.
- Molly (Price) Pitchers, vol. 9, No. 1, p. 3.
- More "dollars-and-cents" prices, vol. 9, No. 2, p. 2.
- More for less, vol. 9, No. 6, p. 3.
- More goods, to the front, vol. 9, No. 2, p. 3.

More rationing to come, vol. 9, No. 1, p. 2.
 Motor vehicles, reserve pool of, vol. 9, No. 5, p. 4.
 Motorists' headaches, easing of, vol. 9, No. 6, p. 3.
 Motorist, car-sharing clubs of, vol. 9, No. 5, p. 3.

N

National income, vol. 8, No. 20, p. 4.
 New books for old, vol. 9, No. 6, p. 3.
 New dead lines for tire inspection, vol. 9, No. 3, p. 3.
 New gasoline ration books, vol. 9, No. 8, p. 2.
 New rations for old, vol. 9, No. 11, p. 3.
 New taxes raise cigarette costs, vol. 9, No. 1, p. 4.
 The 1943 fish story, vol. 9, No. 5, p. 2.
 No grade labeling on this year's pack, vol. 9, No. 8, p. 2.
 No need to stock up on stockings, vol. 9, No. 8, p. 3.
 No need to worry about number 17, vol. 9, No. 5, p. 3.
 Nutrition in bread, vol. 9, No. 7, pp. 1-2.
 Nylon hose, ceiling prices on, vol. 9, No. 1, p. 2.

O

Obey price ceilings, or else, warns OPA, vol. 9, No. 1, p. 3.
 Office of Defense Transportation:
 experiment in moving people and things, vol. 8, No. 20, p. 3.
 on truck deliveries, vol. 8, No. 20, p. 3.
 Office of Price Administration:
 gives specific price ceilings on pork, vol. 9, No. 4, p. 3.
 lists five things car owners should do, vol. 9, No. 1, p. 1.
 on cigarette brands or brand names, vol. 9, No. 9, p. 4.
 on frozen fruits and vegetables, vol. 9, No. 6, p. 3.
 on luxury services, vol. 8, No. 20, p. 4.
 on pleasure driving, vol. 9, No. 3, p. 3; No. 7, p. 3.
 on rents, vol. 9, No. 2, p. 3.
 Rent Division of, report of, vol. 9, No. 3, p. 4.
 sends investigators to shipping centers to prevent black markets in potatoes, vol. 9, No. 7, p. 3.
 sets maximum prices for grapes, vol. 9, No. 11, p. 3.
 uncovers violations of price control orders, vol. 9, No. 1, p. 3.
 withdraws compulsory grade labeling of canned fruits and vegetables, juices, vol. 9, No. 8, pp. 2-3.

Oleomargarine, vol. 9, No. 3, p. 4.
 Oleomargarine, prices on (Oklahoma), vol. 9, No. 4, p. 4.
 On the food front, vol. 9, No. 11, p. 3.
 Overcharge on commodities entitles shopper to sue, vol. 9, No. 1, p. 3.

P

Pajamas, vol. 9, No. 2, p. 4.
 Pay no more, vol. 9, No. 10, p. 1.
 Pen points, vol. 9, No. 2, p. 4.
 Pennies, circulation of, vol. 9, No. 1, p. 4.

Pets, share meat with your, vol. 8, No. 20, p. 2.
 Plan summer meals with an eye to supply, vol. 9, No. 8, p. 3.

Pleasure driving is out, vol. 9, No. 3, p. 3.

Point rationing:

 on meats, edible fats, and oils, vol. 9, No. 5, p. 1.
 point value increased on meats, reduced on vegetable juices, vol. 9, No. 8, p. 1.
 tips on, vol. 9, No. 4, p. 3.

Point rationing may start about March 1, vol. 9, No. 3, p. 4.

Pointers on antifreeze, vol. 8, No. 20, p. 3.

Points and prices, vol. 9, No. 10, p. 3.

Points as well as pennies, vol. 9, No. 4, p. 2.

Portable electric lamps and shades, vol. 9, No. 2, p. 4.

Potato(es):

 black markets, vol. 9, No. 5, p. 2; No. 7, p. 3.

 Victory food selection, vol. 9, No. 11, p. 2.

Poultry, vol. 9, No. 6, p. 2.

President asks for 109 billion dollars, vol. 9, No. 3, p. 1.

President's message to Congress, vol. 9, No. 3, p. 1.

Price ceiling picture, vol. 9, No. 9, p. 1.

Price ceilings. (*See* Ceiling prices.)

Prices:

 dollars-and-cents—

 for antifreeze, rubber heels, women's nylon and silk hose, vol. 9, No. 1, p. 2.

 for canned fruits and vegetables, vol. 9, No. 2, pp. 1-2.

Priorities, bicycles, vol. 9, No. 2, p. 4.

Program(s):

 food stamp, stopping of, vol. 9, No. 3, p. 2.

 school lunch, vol. 9, No. 3, p. 2.

 simplification and standardization of production and distribution, vol. 9, No. 1, p. 1.

Protection for teen-age processors, vol. 9, No. 9, p. 1.

Prunes and raisins, on ration lists, vol. 9, No. 11, p. 3.

R

Ration book(s):

 new gasoline ration books, vol. 9, No. 8, p. 2.

 No. 1 ration book, vol. 9, No. 2, p. 1.

 No. 2 ration book, vol. 9, No. 2, pp. 1, 2.

 No. 3 ration book, vol. 9, No. 8, p. 1.

 to be turned into local War Price and Rationing Board when you enter military service, vol. 9, No. 1, p. 4.

Ration points, vol. 9, No. 11, p. 2.

Ration stamps, unused, vol. 9, No. 8, p. 1.

Rationing:

 of coffee, vol. 9, No. 1, p. 2; No. 2, p. 2.

 of fuel and stoves, vol. 9, No. 9, p. 3.

 of fuel oil, vol. 8, No. 20, p. 2; vol. 9, No. 2, p. 3; No. 5, p. 3.

 of gasoline, vol. 8, No. 20, p. 1.

 of meat, vol. 9, No. 5, p. 1.

 of meats for pets, vol. 8, No. 20, p. 2.

36 Rationing—Continued.

- of rubber tires, vol. 8, No. 20, p. 2.
- of shoes, vol. 9, No. 5, pp. 3-4; No. 6, pp. 3-4; No. 7, p. 3.
- of sugar, vol. 9, No. 6, p. 4.
- of used tires and tubes, vol. 8, No. 20, p. 2.
- on various food commodities, vol. 9, No. 4, p. 2.
- to distribute scarce necessities of life, vol. 9, No. 3, p. 1.

Rationing certificates, vol. 9, No. 3, p. 3; No. 6, p. 3.

Rationing policy, vol. 9, No. 4, p. 3.

Rayon hose prices, vol. 9, No. 5, p. 4.

Refrigerators, mechanical:

- dollars-and-cents retail price on, vol. 9, No. 2, p. 2.
- released to the public, vol. 9, No. 6, p. 4.

Rent control:

- changes petitioned by landlords, vol. 9, No. 3, p. 4.
- law interpreted, vol. 9, No. 1, p. 3.
- upheld in three sweeping decisions, vol. 9, No. 9, p. 2.

Rent control, vol. 9, No. 9, p. 2.

Rents:

- ceiling on, vol. 8, No. 20, p. 1.
- must stay put, vol. 9, No. 2, p. 3.
- new eviction rules, vol. 8, No. 20, p. 1.
- wage earners' rents in 34 large cities, vol. 9, No. 3, p. 4.

Rents must stay put, vol. 9, No. 2, p. 3.

Rubber:

heels—

- ceiling prices on, vol. 8, No. 20, p. 4.
- dollars-and-cents prices on, vol. 9, No. 2, p. 2.
- labels to show grades of, vol. 8, No. 20, p. 4.
- reclaimed rubber, vol. 8, No. 20, p. 4.
- standards for, vol. 8, No. 20, p. 4.
- stretchers, vol. 8, No. 20, p. 1.

S

Salmon, allocation of, vol. 8, No. 20, p. 4.

Sanitary napkins, dollars-and-cents retail price on, vol. 9, No. 2, p. 2.

Sardines, vol. 8, No. 20, p. 4.

Sauerkraut, vol. 9, No. 1, p. 4.

Save that flashlight, vol. 8, No. 20, p. 3.

Secret service, vol. 9, No. 9, p. 3.

Seeds and bulbs, exemptions from ceiling prices, vol. 9, No. 11, p. 3.

Share the milk, vol. 9, No. 11, p. 1.

Shirts, men's and boys', vol. 9, No. 2, p. 4.

Shoe news, vol. 9, No. 7, p. 3.

Shoes:

- lay-away plan for, vol. 9, No. 7, p. 3.
- more for civilians, vol. 9, No. 10, p. 3.
- supplemental ration stamp for, vol. 9, No. 8, p. 4.
- Victory heels for, vol. 8, No. 20, p. 4.

Simplification and standardization program, vol. 9, No. 1, p. 1.

Snap beans. (*See* Beans, snap.)

Something old, something new, in bread, vol. 9, No. 3, p. 1.

Standardized models, vol. 9, No. 1, p. 1.

Standards, commercial, revision of, vol. 9, No. 10, p. 4.

Standards and price control, vol. 9, No. 11, p. 3.

State of the ration, vol. 9, No. 8, p. 1.

Stirrup pumps, dollars-and-cents retail price on, vol. 9, No. 2, p. 2.

Stockings. (*See* Hose.)

Stop those chicken thieves, vol. 9, No. 6, p. 2.

Stoves:

- oil rations for, vol. 9, No. 8, p. 2.
- purchase certificate for, vol. 9, No. 8, p. 1.
- rationing of, vol. 9, No. 9, p. 3.
- rationing regulations on, vol. 9, No. 11, p. 3.
- used, unrationed, vol. 9, No. 8, p. 1.

Stoves and fuel oil, vol. 9, No. 8, p. 1.

"Stymie" the stealers, vol. 9, No. 9, p. 3.

Sugar:

- certificate, soldier should apply for, when going on furlough, vol. 9, No. 1, p. 4.
 - dollars-and-cents prices, vol. 9, No. 1, p. 2.
 - for home canning, vol. 9, No. 6, p. 4; No. 7, p. 3.
- Sweetpotatoes, vol. 9, No. 10, p. 4.

T

Taft amendment to the Emergency Price Control Act, vol. 9, No. 10, p. 3; vol. 9, No. 11, p. 4.

Taxes, on-cigarettes, vol. 8, No. 1, p. 4.

Taxicabs:

- in New York City, vol. 8, No. 20, p. 3.
- ordered to cut down mileage, vol. 9, No. 8, p. 4.

Tea, green:

- balls, cut in size, vol. 9, No. 3, p. 4.
- restriction on sale of, vol. 8, No. 20, p. 4.

Teen-age processors, protection for, vol. 9, No. 9, p. 1.

Telegraphic services, no more birthday messages, no more sending telegraph boys on errands, vol. 9, No. 3, p. 4.

Textiles must go to war, vol. 9, No. 2, p. 4.

That goes for turkey grades, too, vol. 9, No. 3, p. 3.

This motoring problem, vol. 9, No. 7, p. 3.

Thoughts for Thanksgiving, vol. 9, No. 11, p. 1.

Tightening up on gasoline, vol. 9, No. 2, p. 2.

Tin:

- must go to war, vol. 9, No. 2, p. 3.
- scarcity of, vol. 9, No. 2, p. 3.

Tips:

- on what to write to soldier friends, vol. 9, No. 8, p. 4.
- to housewives from home economists, vol. 9, No. 8, p. 3.

Tips to housewives, vol. 9, No. 4, p. 3.

Tire inspection deadline coming up, vol. 9, No. 2, p. 2.

Tire turn-in, vol. 8, No. 20, p. 2.

idle, roll back to use, vol. 9, No. 3, p. 3.
 inspection of, vol. 9, No. 1, pp. 1, 4; No. 2, pp. 2, 3.
 rationing certificates for, vol. 9, No. 6, p. 3; No. 9,
 p. 2.
 rationing of, vol. 8, No. 20, p. 2.
 recapping, vol. 9, No. 5, p. 3.
 recapping, dollars-and-cents retail prices on, vol. 9,
 No. 2, p. 2.
 usable, vol. 9, No. 3, p. 3.

To guarantee basic living essentials, vol. 9, No. 1, p. 1.
 To paint or not to paint, vol. 9, No. 8, p. 3.
 Tomatoes, vol. 9, No. 7, p. 4.
 Tough luck for Johnny, vol. 8, No. 20, p. 4.

Transportation:

big companies' taxicabs, in New York City, vol. 8,
 No. 20, p. 3.
 in Great Britain, vol. 9, No. 1, p. 1.
 in New Jersey, vol. 8, No. 20, p. 3.
 non-essential driving, vol. 9, No. 3, p. 3; vol. 9, No.
 7, p. 3.
 OPA suggestions for car owners, vol. 9, No. 1, p. 1.
 Tricky clauses in rent leases, banning of, vol. 9, No. 1,
 p. 3.
 Truckers, commercial, vol. 8, No. 20, p. 3.
 Tuna fish, vol. 9, No. 9, p. 4.
 Turkeys, grades of, vol. 9, No. 3, p. 3.
 Turning on the heat, vol. 9, No. 9, p. 3.
 Tushonka, vol. 9, No. 3, p. 4.
 Typewriters, used, vol. 9, No. 2, p. 2.

U

U. S. Secret Service, vol. 9, No. 9, p. 3.

Vacuum cleaners, vol. 9, No. 2, p. 2.
 Vegetables. (*See* Fruits and vegetables.)
 Victory food selection, vol. 9, No. 11, p. 2.
 Victory heels (shoes), vol. 8, No. 20, p. 4.
 Vitamins, vol. 9, No. 7, pp. 2, 4.

W

War livin' demands wise eatin', vol. 9, No. 6, p. 1.
 War Production Board:
 Economic Stabilizer issues orders, vol. 9, No. 1, p. 1.
 gas users asked to economize, vol. 9, No. 1, p. 4.
 on castor-oil, vol. 8, No. 20, p. 4.
 on flashlight batteries, vol. 8, No. 20, p. 3.
 on gasoline rationing, vol. 8, No. 20, p. 1.
 on home gas consumption, vol. 9, No. 1, p. 4.
 on men's and boys' shorts, vol. 9, No. 2, p. 4.
 on pajamas, vol. 9, No. 2, p. 4.
 on tea balls, vol. 9, No. 3, p. 4.
 on wool allocation, vol. 9, No. 4, p. 4.
 warns violators of price ceilings, vol. 9, No. 1, p. 3.
 Waste fat, vol. 9, No. 3, p. 4.
 Watch for a new kind of price ceiling, vol. 9, No. 1, p. 2.
 We have a food administrator, vol. 9, No. 2, p. 1.
 What will this mean to you, vol. 9, No. 1, p. 1.
 What's in a name, vol. 8, No. 20, p. 4.
 When winter comes again, vol. 9, No. 5, p. 3.
 Wickard, Secretary, on the Food Stamp program, vol. 9,
 No. 3, p. 2.
 Winter cold hatches fuel oil problems, vol. 9, No. 2, p. 3.
 Work clothes, vol. 9, No. 9, p. 4.
 Worth repeating, vol. 9, No. 9, p. 3.

Y

You'd walk a mile, vol. 8, No. 20, p. 3.

